

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

A: The top three variables in the model that contribute most towards the probability of a lead getting converted are:

1. **Total time on website**
2. **Total visits**
3. **Lead source: Olark chat**

These variables indicate that leads who spend more time on the website, visit multiple pages, and come from the Olark chat are more likely to convert.

Q2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

A: The top three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

1. **Lead source: Olark chat**
2. **Last activity: SMS sent**
3. **Last activity: Others**

These variables indicate that leads who come from the Olark chat, have recently received an SMS from the sales team, or have taken some other action on the website (e.g., downloading a whitepaper, signing up for a webinar) are more likely to convert.

Q3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

A: A good strategy for X Education to employ during this phase is to focus on the following:

- **Prioritize leads based on their predicted probability of conversion.** The sales team should focus on calling the leads who have the highest predicted probability of conversion first. This will help them to maximize their chances of success.
- **Use a lead scoring system to identify potential leads.** A lead scoring system can help the sales team to identify leads who are more likely to be interested in the company's products or services. This will help them to focus their efforts on the most qualified leads.

- **Develop a personalized sales pitch for each lead.** The sales team should take the time to learn about each lead's needs and interests before calling them. This will help them to develop a personalized sales pitch that is more likely to resonate with the lead.
- **Use technology to help them automate tasks.** The sales team can use technology to automate tasks such as lead scoring, email marketing, and call scheduling. This will free up their time so that they can focus on calling leads and closing deals.

Q4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

A: A good strategy for X Education to employ during this phase is to focus on the following:

- **Use a lead nurturing system to nurture leads who are not yet ready to buy.** A lead nurturing system can help the company to stay in touch with leads and provide them with valuable content until they are ready to buy. This will help the company to minimize the number of useless phone calls.
- **Focus on building relationships with leads.** The sales team should take the time to build relationships with leads through email, social media, and other channels. This will help the company to stay top-of-mind with leads and increase the chances of converting them into customers in the future.
- **Automate as many tasks as possible.** The sales team should use technology to automate tasks such as lead nurturing, email marketing, and social media marketing. This will free up their time so that they can focus on building relationships with leads and closing deals.

In addition to the above, X Education could also consider the following strategies:

- **Use a chatbot to answer common questions and provide support to leads.** This can help to reduce the number of phone calls that the sales team receives.
- **Offer leads a self-service portal where they can learn more about the company's products or services, download case studies, and request a demo.** This can help to reduce the number of phone calls that the sales team needs to make to qualify leads.
- **Use a predictive analytics tool to identify leads who are most likely to convert in the next 60 days.** The sales team can focus on calling these leads first.