

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

A1 :- Top three variables that contribute most towards the probability of a lead getting converted are as under :

- a) Total Time Spent on Website
- b) Lead Number
- c) Tags indicating "Will revert after reading the email"

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

A2 : 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 are :

- a) Tags indicating "Will revert after reading the email"
- b) Lead Origin from API
- c) Lead Source from Olark Chat

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.

A3. During the period when X Education has interns allocated to the sales team and aims for aggressive lead conversion, here's a suggested strategy they could employ:

- a) **Prioritize High-Probability Leads:** Focus on leads predicted as 1 by the model, indicating a high probability of conversion. These leads have been identified as the most promising prospects and should be targeted first for aggressive follow-up.
- b) **Multi-channel Communication:** Implement a multi-channel communication approach, including phone calls, emails, and personalized messages via chat or social media. This ensures reaching out to leads through their preferred channels and increases the chances of response.
- c) **Timely Follow-ups:** Ensure prompt and consistent follow-ups with high-probability leads. Use automation tools to schedule follow-up calls and reminders, ensuring no leads fall through the cracks.

- d) Intern Training and Supervision: Provide comprehensive training to the interns on effective communication techniques, objection handling, and product knowledge. Assign mentors to supervise their activities and provide guidance throughout the process.
- e) Feedback: Continuously monitor the effectiveness of the strategy and gather feedback from both interns and leads. Iterate and refine the approach based on insights gained to optimize conversion rates further.

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.

A4. During the period when X Education reaches its sales target for a quarter ahead of schedule and aims to minimize the rate of useless phone calls, here's a suggested strategy they could employ:

- a) Improve Lead Scoring: Make the system that predicts which leads are most likely to convert even better. This means using past data to make sure it accurately picks out the best leads.
- b) Use Automated Emails and Ads: Instead of calling, send out automatic emails and targeted online ads to reach potential customers. This way, you can keep in touch without bothering them with phone calls.
- c) Share Helpful Content: Create useful blogs, webinars, and guides that teach people about what X Education offers. This builds trust and keeps them interested.
- d) Be Active on Social Media: Get the sales team to use social media to find and connect with potential customers. They can share helpful content and engage with people who might be interested.
- e) Analyze Data to Improve: Keep an eye on how people are interacting with X Education online. Use this information to make marketing campaigns better and focus on the right people.
- f) Work with Others: Team up with other companies or influencers who can help spread the word about X Education. Also, reward current customers who bring in new leads.

With these changes, X Education can keep sales going strong without making too many phone calls when they're ahead of schedule.