Subjective Questions and their Answers

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

Ans: The top three variables in your model which contribute most towards the probability of a lead getting converted are:

- `Lead Origin_Lead Add Form`   `4.530120`
- `Total Time Spent on Website`   `4.422485`
- `What is your current occupation_Working Professional`   `2.753437`

2. **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?**

Ans: 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:

- `Lead Origin_Lead Add Form`   `4.530120`
- `What is your current occupation_Working Professional`   `2.753437`
- `Last Activity_SMS Sent`   `1.218119`

3. **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.**

Ans: To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients:

- **Prioritize High-Probability Leads:**

Focus on leads that have been predicted as 1 by the model, indicating a high likelihood of conversion. These leads are more likely to respond positively to engagement efforts.

- `Lead Origin_Lead Add Form`   `4.530120`
- `Total Time Spent on Website`   `4.422485`
- `What is your current occupation_Working Professional`   `2.753437`

- **Segmentation and Personalization:**

Segment the high-probability leads based on relevant criteria such as industry, job role, or geographic location. Personalize communication strategies to address the specific needs and pain points of each segment.

- **Multi-Channel Approach:**

To enhance lead outreach effectiveness, the sales team at X Education should adopt a multi-channel approach, integrating phone calls with email and social media communication. This diversified strategy improves the likelihood of reaching leads and reinforces the key messages.

Additionally, the duration of time spent on X Education's website serves as a valuable indicator of a lead's interest, with a significant coefficient of 4.326. Therefore, the sales team should prioritize contacting leads who have demonstrated substantial engagement on the website, recognizing this as a strong signal of interest in X Education's services.

Furthermore, the sales team should pay attention to leads who have interacted with X Education through various channels. For instance, some leads may have utilized the Olark Chat feature on the website without spending extensive time on the site. Despite this, they may still express interest in X Education's services. Hence, it's crucial for the sales team to diligently follow up with leads who have engaged through multiple channels to ensure comprehensive and effective communication.

- **Follow a Structured Calling Plan:**

Develop a structured calling plan that includes a script for initial engagement, objection handling, and a clear call-to-action. Train interns on effective communication techniques and the product or service offerings to ensure consistency in messaging.

4. **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 not to 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.**

Ans: To optimize the efficiency of the sales team when quarterly targets are achieved ahead of schedule, the following strategic approach can be implemented:

- Shift the focus towards nurturing leads through personalized emails, SMS, and targeted newsletters.

- Implement automated SMS campaigns targeting customers with a high likelihood of conversion.
- Foster collaboration among the sales team, management, and data scientists to refine predictive models based on performance feedback.
- Devise a strategy for offering discounts or incentives to encourage potential customers to take proactive steps.
- Prioritize relationship-building with potential customers by leveraging alternative communication channels such as email, social media, or chatbots.
- Solicit feedback from existing customers to enhance lead quality and optimize conversion rates.