

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

➤ Ans: Top Three Variables Contributing to Conversion Probability:

- 1. Total Time Spent on Website:** Leads spending more time on the website are more likely to get converted. This indicates higher engagement and interest.
- 2. Lead Source_Reference:** Leads generated through references have a higher probability of conversion.
- 3. Last Notable Activity_Modified:** Leads with modified last notable activity have a higher probability of conversion.

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?

➤ Top 3 Categorical/Dummy Variables for Focus on Lead Conversion:

- 1. What is your current occupation_Working Professional:** Leads with this occupation have a higher likelihood of conversion.
- 2. Lead Source_Welingak Website:** Leads generated from the Welingak website have a higher chance of conversion.
- 2. Last Notable Activity_Modified:** Leads with modified last notable activity have a higher probability of conversion.

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.

➤ Strategy During Intern Hiring Phase (Aggressive Conversion):

1. During the intern hiring phase, the **goal is to convert as many potential leads as possible**.
2. **Focus on the leads predicted as 1** (high probability of conversion) by the model. These are the "Hot Leads."
3. Implement a **phone call campaign targeting these "Hot Leads."** Calling these leads will allow direct interaction and increase the chances of conversion.
4. Allocate the interns to **make personalized calls** to these leads, highlighting the benefits of the courses and addressing their queries.
5. Use the information from the model to **customize the conversation** based on the factors that contribute to higher conversion probability, such as occupation, lead source, etc.
6. **Prioritize time spent on the website**, lead source references, and last notable activity as these are strong indicators of conversion.
7. **Ensure proper follow-up** after the initial call to keep the leads engaged and provide further assistance.

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.

➤ Strategy After Reaching Quarterly Targets (Minimize Useless Calls):

- 1 . During non-aggressive phases, focus on maintaining a balanced approach between pursuing potential leads and nurturing them without overwhelming them.
2. Continue the regular communication channels like emails, messages, and website updates to keep the leads engaged.
3. Implement lead nurturing workflows that provide valuable content and information to the leads, gradually building their interest and trust.
4. Use segmentation to categorize leads based on their lead score and engagement level, allowing for targeted communication.
5. Focus on creating quality content showcasing the value of the courses.
6. Keep the lead conversion model active to identify potential opportunities and prioritize follow-up based on the predicted probabilities.