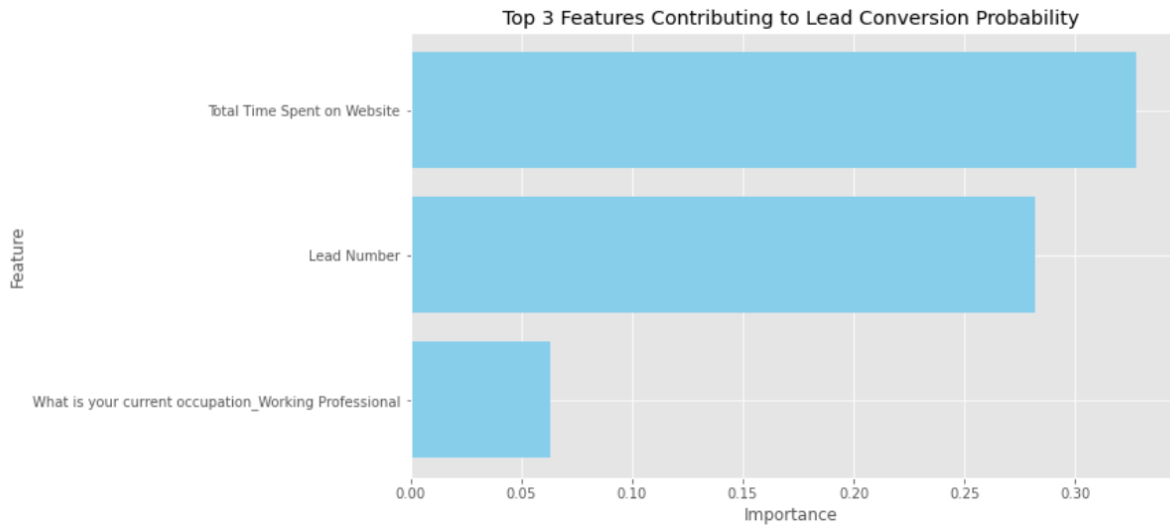


1. Which are the top three variables in your model that contribute most towards the probability of a lead getting converted?

Answer: The features used to build the model have been represented below based on their importance in lead conversion as per their coefficient values.



As per the above diagram, the top 3 variables that contribute most towards the probability of a lead getting converted are:

- A. **Total Time Spent on Website**
- B. **Lead Number**
- C. **What is your current\_Working Professional**

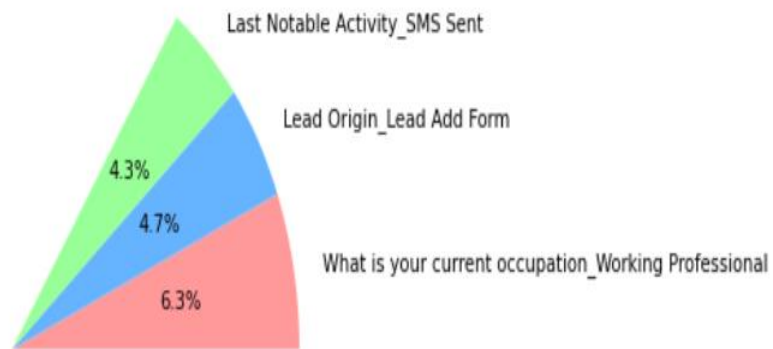
2. What are the top 3 categorical/dummy variables in the model which get maximum focus in order to increase the probability of lead conversion?

Answer: The top three categorical/dummy variables in the model that significantly influence the probability of lead conversion are:

- A. **Last Notable Activity\_SMS Sent:** This variable indicates that sending an SMS to the lead has a strong positive impact on conversion rates, suggesting effective engagement through this communication channel.
- B. **Lead Origin\_Lead Add Form:** This feature reflects leads generated through the lead addition form, highlighting that leads from this source are more likely to convert, possibly due to the quality of information provided.

- C. **What is your current occupation\_Working Professional:** This variable suggests that leads identifying as working professionals have a higher conversion probability, indicating that targeting this demographic may enhance overall conversion rates.

#### Top 3 Dummy Variables Contributing to Lead Conversion Probability



3. X Education has a period of 2 months every year during which they hire few 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.

Answer : To maximize lead conversion during the two-month internship period, X Education's sales team can implement the following strategy:

I. **Targeted Outreach Campaign:**

- Use the predictive model to identify high-potential leads (predicted as 1) and prioritize them for outreach.
- Segment leads based on their characteristics (e.g., demographics, interests) to tailor communication effectively.

II. **Structured Call Scheduling:**

- Develop a structured call schedule for interns, ensuring each intern has a manageable number of leads to contact daily.

- Utilize a CRM system to track interactions and outcomes, enabling quick adjustments to strategies as needed.
- III. **Training and Resources:**
  - Provide interns with thorough training on effective sales techniques, product knowledge, and handling objections.
  - Equip them with scripts and FAQs to ensure consistency in messaging and to boost confidence during calls.
- IV. **Incentivization:**
  - Introduce performance-based incentives for interns, rewarding those who achieve the highest conversion rates. This can enhance motivation and productivity.
- V. **Follow-Up Mechanism:**
  - Implement a systematic follow-up strategy for leads who do not convert on the first call. This can include follow-up emails, reminders for callbacks, or scheduling additional calls.
- VI. **Feedback Loop:**
  - Regularly collect feedback from interns on lead interactions and what strategies seem to resonate most. Use this data to continuously refine the outreach process.
- VII. **Utilize Multi-Channel Communication:**
  - Besides phone calls, consider employing other communication channels (e.g., emails, SMS) to reach leads who may prefer those methods.

By combining these strategies, X Education can maximize the effectiveness of their intern-driven lead conversion efforts during the hiring period, increasing overall sales outcomes.

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 aims 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.

Answer: To minimize unnecessary phone calls while maintaining a focus on lead conversion during periods when the company has already met its sales targets, X Education can implement the following strategy:

#### I. **Data-Driven Decision Making:**

Utilize the predictive model to prioritize leads that are most likely to convert. Focus on leads with a high probability of conversion based on recent interactions, engagement metrics, or behavior.

- II. **Qualitative Lead Assessment:**

Implement a scoring system to assess leads based on their recent activity (e.g., email opens, website visits, downloads). This will help identify which leads are genuinely interested and worth contacting.
- III. **Automated Communication:**

Use automated email campaigns or SMS notifications to keep leads engaged without making phone calls. This can include sending targeted content, updates, or offers tailored to their interests.
- IV. **Scheduled Check-Ins:**

Instead of random phone calls, establish a schedule for periodic check-ins with leads who have shown some interest but have not yet converted. This can be spaced out over weeks to reduce the frequency of calls.
- V. **Focus on Customer Relationship Management:**

Encourage the sales team to engage in activities that strengthen relationships with existing customers, such as sending personalized follow-ups, sharing useful content, or gathering feedback, rather than cold calling potential leads.
- VI. **Set Call Thresholds:**

Define criteria for making phone calls only when certain conditions are met (e.g., lead has requested a call, responded positively to previous outreach, or expressed urgent needs).
- VII. **Monitor Engagement Metrics:**

Regularly review engagement metrics to identify when leads become active again. This will help determine when it's appropriate to initiate contact without being intrusive.
- VIII. **Training on Disengagement:**

Train the sales team to recognize when leads are disengaged or unresponsive, allowing them to conserve their efforts for leads that are more likely to convert.

By adopting this strategy, X Education can maintain a balance between efficiency and effectiveness in their sales efforts, reducing the volume of unnecessary calls while ensuring they remain responsive to genuinely interested leads.