

# **Subjective Questions and 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 the model that contribute the most towards the probability of a lead getting converted are:

1. Lead Source\_ Welingak Website (5.39): This variable has the highest positive impact on the probability of conversion.
2. Lead Source\_Reference (2.93): Leads that come through references also significantly contribute to the likelihood of conversion.
3. Current Occupation\_ Working Professional (2.67): Leads identified as working professionals have a notable influence on conversion probability.

- 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 that should be prioritized to increase the probability of lead conversion are:

1. Lead Source: Welingak Website (Coefficient: 5.39): Allocate more resources and attention to promoting the Welingak Website as a lead source.  
Invest in targeted advertising and strategies to attract and engage leads from this channel.
2. Lead Source: Reference (Coefficient: 2.93): Encourage and incentivize references from existing customers to generate more lead conversions.  
Implement referral programs or offers to motivate customers to refer potential leads.
3. Current Occupation: Working Professional (Coefficient: 2.67): Tailor messaging and engagement specifically for working professionals.

**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: During the intern-hiring period when X Education aims to make lead conversion more aggressive, a targeted strategy can be employed to maximize the effectiveness of the sales team's efforts:

1. **Prioritize High-Potential Leads:** Focus exclusively on leads that the model has predicted as 1 (high conversion probability)

Allocate the majority of the sales team's time and effort to contacting these leads.

2. **Intensive Phone Call Campaign:** Initiate a concentrated phone call campaign to engage potential leads. The sales team should prioritize making phone calls to each of these high-potential leads.

3. **Scripted Communication:** Prepare a compelling and concise script for phone calls. Highlight the unique value propositions, benefits, and offerings of X Education.

4. **Personalized Approach:** Tailor each phone call to address the lead's specific interests and concerns. Personalization demonstrates a genuine interest in their needs and increases engagement.

5. **Quick Follow-up:** Follow up immediately with leads who respond positively or express interest. Timely follow-up captures their enthusiasm and increases conversion chances.

6. **Call Schedule Optimization:** Divide the intern team into shifts to ensure continuous phone call availability.

Rotate interns to maintain a fresh and enthusiastic approach throughout the day.

7. **Multi-Channel Engagement:** To reinforce the message and maintain engagement, complement phone calls with other communication channels, such as email or SMS.

8. **Progress Tracking and Reporting:** Implement a robust tracking system to monitor lead engagement and conversion progress.

Regularly assess the effectiveness of the campaign and adjust strategies accordingly.

9. **Intern Training and Supervision:** Provide thorough training to interns on the script, objection handling, and effective communication techniques.

Assign experienced team members to supervise and guide interns throughout the campaign.

10. **Continuous Feedback Loop:** Encourage open communication between interns and the sales team for feedback and insights.

Share successful approaches and learnings to fine-tune the strategy in real time.

By focusing on these steps, X Education can optimize the intern-hiring period to aggressively convert potential leads into customers. The combination of targeted calling, personalized engagement, and strategic coordination can greatly enhance the conversion rates during this critical phase.

**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 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.**

ANS: To reduce unnecessary phone calls when the sales target is met before the deadline, the sales team can:

1. **Nurture Leads with Personalized Communication:** Send customized emails, SMS, and newsletters to keep potential leads engaged and informed.

2. **Automated SMS for High-Conversion Likelihood:** Automatically send SMS to leads with a strong likelihood of converting, optimizing their engagement.

3. **Collaboration for Model Improvement:** Work closely with sales, management, and data scientists to refine the model and gather insights on effective strategies.

4. Discounts and Incentives: Offer special discounts or incentives to encourage potential customers to take action and convert.
5. Diverse Communication Channels: Engage potential customers through various channels like email, social media, or chat bots to build relationships.
6. Feedback-Driven Optimization: Gather input from existing customers to enhance lead quality and fine-tune conversion strategies.