

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

**Ans:**

1. **Last notable activity**
2. **What is your current occupation**
3. **Total time spent on website**

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:**

1. **Notable activity**
2. **LeadSource\_Olark Chat**
3. **Last activity**

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:**

**Strategy:**

**a. Phone call priority:**

Focus more on contacting the '**hot leads**' [The leads predicted as 1 by the model]

**b. Segmentation by Lead scoring:**

Segment the customers based on the **Conversion\_probability** score and bucketize them in descending order. Target the leads with the highest conversion\_probability score and so on.

**c. Personalized communication:**

Train the interns to communicate effectively and personalize their conversations from lead to lead. Highlight the benefits of X Education, address specific needs and offer solutions tailored for the particular lead profile.

**d. Follow-up strategy:**

Design a structured follow-up plan for the leads who show interest initially. Gradually, increase the frequency of the follow-up calls for the leads with positive responses.

e. **Feedback loop:**

Gather regular feedbacks from the interns regarding lead interactions. Use the findings of the feedback to refine the calling strategy and necessary adjustments.

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:**

**Strategy:**

a. **Lead Segmentation:**

Categorize leads based on their attributes, including negative weightage variables like Lead Origin, Ringing, Interested in Other Courses, and Already a student.

b. **Selective Calling:**

Prioritize contacting leads with positive attributes and high conversion potential. Minimize or avoid calling leads with attributes that have negative weightages.

c. **Focus more on Marketing:**

Shift focus towards content marketing and nurturing campaigns. Send targeted emails, newsletters, and educational materials to engage leads without direct phone calls.

d. **Lead Nurturing:**

Implement lead nurturing workflows to guide potential customers through the decision-making process. Build trust gradually.

e. **Offer discounts:**

Provide special discounts to the '***not so hot leads***' [The leads predicted as 0 by the model or the leads having low ***conversion\_probability score***]