

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

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- Total time spent on the website
- Lead Source
- Lead Origin

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

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- Lead Source -> Welingak Website
- Lead Origin -> Lead Add Form
- What is your current occupation -> Working Professional

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.

The first and foremost important thing is

- **Intern Soft Skill Training:** Interns need to be trained on soft skills such as using structured yet flexible call scripts. Implementing a follow-up schedule, tracking performance with a CRM system communication, knowledge about the product, success stories to share with the customers and ensure effective and aggressive lead conversion

To enhance lead conversion during the two-month intern period, X Education should prioritize leads based on

- **Spends significant time on the website:** This can be increased by making website interesting.
- **Repeated Website Visits:** This can be increased by providing occasional discounts. Having Intuitive webpages and readily accessible information. This can be increased by providing current industry related topics/content.

- **Are Working professionals:** This can be increased by providing free introductory webinars on the topic. Assigned CRM to clear their queries and available 24/7.
 - **Based on Last Activity:** SMS/Slack are most likely to be convertible leads. We need to focus more on reaching out to them or have a dedicated campaigns to ensure that their interest is piqued by sharing the success stories and how it can help their career growth
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.

After reaching its quarterly target early, X Education should minimize unnecessary phone calls by

- Employing automated communication methods like email campaigns and chatbots.
- Refine lead scoring to prioritize only high-potential leads for follow-up.
- Focus the sales team on creating educational content, conducting webinars, and engaging in market research.
- Utilize CRM automation and data analysis to track lead interactions and improve nurturing processes.
- Shift the team's efforts to internal projects, process optimization, customer feedback analysis, and strategic planning.

This approach maintains efficiency, ensures valuable lead engagement, and supports long-term business growth.