

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

**Ans:** Top three features are:

- (a) Total Time Spent on Website (Coefficient: +3.66)
- (b) Lead Origin - LEAD ADD FORM (Coefficient: +3.41)
- (c) What is your current occupation - WORKING PROFESSIONAL (Coefficient: +2.31)

**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:** Top 3 categorical/dummy variables are:

- (a) Lead Origin – 'LEAD ADD FORM'
- (b) What is your current occupation – 'WORKING PROFESSIONAL'
- (c) Grouped Last Activity - 'Messaging Activity' (which includes 'SMS SENT' and 'OLARK CHAT CONVERSATION')

**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:** Given that X Education wants to aggressively convert the leads predicted as 1 (high probability of conversion) during the period when interns are available, here's a strategy they can employ:

- a. **Focus on High-Probability Leads,** Target Leads with Higher Conversion Probability. Prioritize leads with the highest predicted probabilities (e.g., 0.5 or higher). These leads are more likely to convert, and focusing on them will ensure that interns spend their time more effectively.
- b. **Prioritize Leads based on Key Features.** Use insights from model to focus on features that have strong coefficients indicating higher likelihood of conversion like:
  - **Total Time Spent on Website (+3.66):** Leads who spent more time on the website are highly engaged, so prioritize these.
  - **Lead Origin - LEAD ADD FORM (+3.41):** Those who came through the Lead Add Form have a strong probability of conversion.
  - **What is your current occupation - WORKING PROFESSIONAL (+2.31):** Professionals might have the resources to invest in courses.
  - **Last Activity - Messaging Activity (+1.65):** Messaging interactions like 'SMS SENT' and 'OLARK CHAT CONVERSATION' indicate strong interest.
- c. **Set preferences by Communication as well.**
  - Leads having Last Activity as Email Activity have engaged with emails, so a combination of follow-up calls and emails would work well.
  - And for Leads having Last Activity Phone & Event Interaction may prefer phone interactions, so they should be the top priority for interns making calls.
- d. **Optimize Intern Workflow:** Divide Leads Based on Predicted Conversion Probability. Split the leads into categories such as “highly likely to convert” (probability 0.8+), “medium likelihood” (0.5-0.8), and “low likelihood” (below 0.5). Assign interns to focus primarily on the first two categories. Also, Incorporate the lead scoring model into the sales workflow, so interns can quickly see which leads to prioritize based on probability.

- e. Adjust Call Scripts Based on Insights, Customize the pitch for different segments. For example, emphasize benefits relevant to working professionals for those with high scores in the "What is your current occupation\_WORKING PROFESSIONAL" feature.

This approach ensures that the interns focus their efforts on leads most likely to convert, and by utilizing model-driven insights, X Education can maximize lead conversion during the critical 2-month period.

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 minimize unnecessary phone calls when X Education reaches its quarterly target, the sales team should:

- a. **Raise the Conversion Threshold:** Only focus on leads with a very high probability of conversion (e.g., 0.9+), ensuring phone calls are made only to near-certain conversions.
- b. **Use Automated Follow-ups:** Rely on emails and messaging for lower-probability leads to maintain engagement without phone calls.
- c. **Prioritize Based on Lead Behavior:** Target highly engaged leads (e.g., high Total Time Spent on Website) and deprioritize those less likely to convert (e.g., Do Not Email - YES).
- d. **Strategic Upselling:** Shift focus to upselling or cross-selling to existing clients or recent conversions.

This strategy ensures the sales team makes phone calls only when necessary and utilizes other engagement channels effectively.