

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 are Email Opened, Olark chat conversation and SMS sent which contributes the most towards the probability of a lead getting converted.

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 three categorical/dummy variables in the model are Tags\_Lost to EINS, Tags\_Closed by Horizzon and Lead Quality\_Worst.

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-

Will use the following strategies as follows: -

1. **Use the Logistic Regression Model: Predict Hot Leads:** Utilize the existing logistic regression model to identify Hot Leads (leads with a conversion probability  $> 0.27$ ).
2. **Maximize Intern Efforts: Intern Allocation:** Assign the 10 interns to focus exclusively on contacting Hot Leads. **Frequent Follow-ups:** Increase the frequency of follow-ups via phone calls, emails, and messages.
3. **Personalized Communication: Tailored Messages:** Personalize communication to address the specific needs and interests of Hot Leads.
4. **Enhanced Nurturing: Engaging Content:** Provide Hot Leads with valuable content, such as webinars, demos, and success stories, to keep them engaged.
5. **Continuous Monitoring and Adjustment: Track Performance:** Monitor the effectiveness of outreach efforts and make real-time adjustments based on feedback and results.
6. **Optimize Cutoff Value: Dynamic Cutoff:** Consider adjusting the cutoff value based on performance metrics to maximize conversions during this aggressive phase. By leveraging the additional manpower provided by interns, X Education can effectively target and convert a higher number of Hot Leads, thereby improving their lead conversion rate during the intensive intern 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- **Minimizing Useless Phone Calls Strategy following strategies will execute: -**

1. **Refine Lead Scoring:**
  - **Higher Cutoff Value:** Increase the cutoff probability to focus only on the highest likelihood leads for phone calls.
  - **Top Priority Leads:** Prioritize communication with leads that have the highest conversion probability.
2. **Automated Follow-ups:**
  - **Email & SMS:** Use automated email and SMS campaigns to engage less critical leads.
  - **Nurture Content:** Send informative content to keep leads engaged without phone calls.
3. **New Projects:**
  - **Market Research:** Allocate sales team to conduct market research and identify new opportunities.
  - **Training & Development:** Utilize time for team training and skill development.
4. **Performance Tracking:**
  - **Monitor Engagement:** Track lead engagement metrics to determine when a phone call becomes necessary.
  - **Adjust Strategies:** Continuously refine strategies based on performance and feedback.

By focusing on the most promising leads and leveraging automation, X Education can minimize unnecessary phone calls and utilize the sales team's time efficiently during this period.