

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

Ans: The three primary factors in your model that have the greatest impact on the likelihood of a lead being converted are:

- I. Leads from "Welingak Websites" and "Reference" source
- II. Leads who spent "more time on websites"
- III. Working Professional

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 three primary categorical/dummy variables that merit the most attention in the model for enhancing the likelihood of lead conversion are as follows:

- I. Leads from "Welingak Websites" and "Reference" source
- II. Leads who spent "more time on websites"
- III. 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.

Ans: Here are some approaches that X Education can employ during their internship recruitment phase to enhance their lead conversion rate:

I. Prioritize leads with high scores: Focus on leads predicted as 1 by the model, as these individuals are more likely to become paying customers. Prioritizing these high-scoring leads will increase the sales team's chances of success during this period.

II. Customize outreach: Tailor outreach efforts to potential leads by sending personalized emails and making individualized phone calls. Customized communication enhances the likelihood of conversion, making the outreach more effective.

III. **Boost phone call activity:** Strive to increase the number of phone calls made during this period, as phone calls have proven to be highly effective in converting leads into customers. By ramping up the volume of phone calls, X Education can optimize its success rate.

IV. **Provide special incentives:** X Education can entice potential customers by offering special incentives during this period. This may involve discounts, free trial periods, or other enticing offers that make the courses more attractive.

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: Upon achieving the quarterly target ahead of schedule, the sales team can redirect their attention to alternative tasks, such as nurturing leads and engaging with existing clients. This strategic shift aims to uphold customer satisfaction and potentially pave the way for future upselling opportunities.

To reduce the number of unproductive phone calls, the company may opt to institute a lead scoring system. This system evaluates leads based on their likelihood to convert, enabling the sales team to prioritize outreach efforts towards leads with the highest scores. This approach enhances the probability of securing successful conversions. Additionally, personalized and targeted emails can be sent to leads with lower scores, nurturing them until they are ready to make a conversion.