

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

The three most influential variables in the final model for predicting lead conversion probability are:

- ❖ Welingak Website
- ❖ Reference
- ❖ 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?

The top 3 categorical/dummy variables in the model that should be focused the most on to increase the probability of lead conversion are as follows:

- ❖ Last Activity_Had a Phone conversation
- ❖ Lead Source_Olark Chat
- ❖ Total Time Spent on Website

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

To make the lead conversion more aggressive during the 2 months when X Education hires interns, the sales team should implement a focused strategy leveraging the extra manpower. Here's a suggested approach:

- ❖ Use the lead scoring model to identify the top potential leads (those predicted as 1 by the model). These leads should be prioritized for immediate follow-up.
- ❖ Complement phone calls with follow-up emails and messages through other communication channels. This multi-touch approach can help reinforce the sales message and keep the lead engaged.
- ❖ Implement a structured schedule for phone calls. Ensure each lead is contacted within a specific timeframe, ideally within 24 hours of being identified as a hot lead.

- 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.**

When X Education reaches its quarterly target ahead of schedule, it should shift the sales team's focus to new tasks while minimizing unnecessary phone calls. Here's a suggested strategy:

- ❖ Only make calls to leads with the highest likelihood of conversion, as indicated by the lead scoring model, to avoid wasting time on low-potential leads. Such as leads sourced from 'Welingak Website' and 'Reference', as well as working professionals, due to their higher conversion rates.
- ❖ Provide training sessions for the sales team to enhance their skills and knowledge. This can include new sales techniques, product updates, and customer service best practices.
- ❖ Use this time to gather feedback from converted leads about their experience. This can provide valuable insights into improving the sales process and customer satisfaction.