

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

Answer: The top three variables in our model which contribute most towards the probability of a lead getting converted are as follows:

- X Education should prioritize calling leads from the lead origin "Lead Add form" because they have a higher possibility of conversion.
- Leads from the lead source "Welingak Websites" should also be called because they are more likely to convert.
- Calling leads who had the last activity of "Had a Phone Conversation" is advised because they have a better conversion potential.

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?

Answer: The top 3 Categorical/Dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are:

- Lead Origin_Lead Add form.
- Lead Source_Welingak Websites.
- Last Activity_Had a Phone 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.

Answer: During the two-month internship period, X Education's sales team can employ the following strategy to aggressively convert potential leads:

- Maximize recall, ensuring that a high percentage of actual potential leads are included in the calling campaign.
- Determine the likelihood of conversion for possible leads.
Allocate enough resources, like as phone lines and interns, to contact as many potential leads as you can.
- Implement a streamlined phone call approach to contact and engage potential leads.
- To enhance conversion rates, train interns in effective communication and persuasion tactics.

- In real time, monitor and measure lead response and conversion rates. Based on feedback and data insights, analyse and optimise the calling strategy on an ongoing basis.
- Collaborate with the sales team to ensure that promising leads are effectively handed over for further nurturing and closing.

In summary, focus on highpotential leads, distribute resources effectively, train interns for successful communication, and modify the plan based on real-time data analysis.

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.

Answer: The sales staff might utilise the following approach when the firm surpasses its quarterly sales target and wants to reduce pointless phone calls:

- Targeted email marketing campaigns: Change your communication strategy to focused email marketing. Create individualised and captivating emails that promote new products, sales, or special privileges for current clients.
- Social media engagement: Increase your efforts to interact with clients on social media channels. Respond to questions as soon as possible, provide informative information, and use targeted social media campaigns to advertise new goods or services.
- Promote consumer referrals by asking contented clients to recommend their acquaintances. Implement a referral programme with rewards to encourage current clients to tell their networks about the company's products.
- Set aside time for market research and analysis in order to find new target markets, developing trends, or possible rivals. The creation of upcoming strategies and expansion plans might be guided by the information provided.

These techniques enable the sales staff to concentrate on new projects while reducing pointless phone calls. The team may maximise efficiency and look for new growth prospects by focusing on focused email marketing, social media interaction, customer referrals, and market research.