Subjective Questions and their Answers

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

   The primary three variables, according to the conclusive model, that have the most significant impact on the probability of a lead getting converted are:

   1. 'lead_source_welingak website'
   2. 'lead_source_reference'
   3. 'last_activity_sms sent'

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 three categorical/dummy variables in the model that should be prioritized for increasing the probability of lead conversion are:

   1. 'lead_source_welingak website'
   2. 'lead_source_reference'
   3. 'last_activity_sms sent'

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.*

   To enhance lead conversion during the intern-hiring period, X Education can implement a targeted strategy based on the provided information. Here's a straightforward plan:

   1. Focus on High-Potential Leads:
   - Pay special attention to leads with a higher likelihood of conversion.
   - Welingak Website leads.
   - Reference leads.

   2. Prioritize Calls:
   - During the intern-hiring period, prioritize making calls to leads from these sources.

- Concentrate efforts on leads from the Welingak Website and references, given their demonstrated higher conversion likelihood.
- This focused approach is expected to improve the effectiveness of lead conversion efforts.

3. Leverage Effective Communication Channels
- Leads who have received SMS messages and opened emails show a higher tendency to convert.
- It is recommended for the sales team to prioritize calling leads who have engaged with SMS messages or opened emails from X Education.
- This strategy maximizes the potential for conversion associated with these communication activities.

4. Boost Website Engagement
- The total time a lead spends on the X Education website serves as a valuable indicator of their interest.
- Therefore, the sales team should give priority to calling leads who have invested a substantial amount of time exploring the website.

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.*

To minimize unnecessary phone calls after surpassing the quarterly sales target ahead of schedule, the sales team can adopt the following approach:

1. Emphasize Lead Nurturing Activities:
- Focus on nurturing leads through personalized emails, SMS messages, and targeted newsletters.

2. Implement Automated SMS Messages:
- Implement automated SMS messages for customers with a high likelihood of conversion.

3. Seek Customer Feedback:
- Solicit feedback from existing customers to enhance the quality of generated leads and optimize the conversion rate.

4. Collaborate for Model Refinement:

- Collaborate with the sales team, management, and data scientists to refine the model and gather feedback on its effectiveness.

5. Develop Discount Strategy:

- Develop a strategy for offering discounts or incentives to potential customers, motivating them to take action.