

Assignment Based Subjective Questions

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

Top Variables which have the most probability of lead converting converted:

- a. Tags
- b. Lead Source
- c. Lead Origin

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?

Top 3 categorical/dummy variables which should be focused in order to increase the probability of lead conversion:

- a. Tags_Closed by Horizon
- b. Tags_Lost to EINS
- c. Tags_Will revert after reading the email

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.**

During the 2-month intern period, X Education can take the following steps to boost lead conversions:

1. **Focussing on Key Leads:** They can prioritize leads with Tags like Closed by Horizon, Lost to EINS, or Will revert after reading the email for the highest conversion potential.
2. **Assigning Leads Strategically:** They can distribute leads to interns based on their likelihood of conversion, ensuring every lead is contacted.
3. **Combining Outreach Methods:** They can use phone calls along with follow-up emails or SMS to strengthen communication and improve responses.
4. **Providing Regular Feedback:** They can monitor intern performance and guide them to maintain communication quality and focus.

This approach ensures effective and aggressive lead conversion during the intern phase.

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 is extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

When the company reaches its quarterly target ahead of time, they can adopt the following approach:

1. **Targeting Key Leads:** They can reserve phone calls for high-priority leads with higher chances of conversion, such as those marked with Tags like *Closed by Horizon*, *Lost to EINS*, or *Will revert after reading the email*.
2. **Using Alternative Channels:** For lower-priority leads, they can use non-intrusive communication methods like emails or SMS to stay connected without excessive effort.
3. **Preparing for Future Campaigns:** This time they can evaluate why certain leads did not convert and provide additional training to the team to enhance their effectiveness in the next quarter.

This approach ensures optimal resource utilization while maintaining lead engagement.