

## **Subjective Q&A**

**Q1.** Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

**Answer:**

Following are the top three variables that contribute most towards the probability of a lead getting converted

1. Lead Source\_Welingak Website
2. Total Time Spent on Website
3. Occupation\_Working Professional

**Q2.** 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:**

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

1. Lead Source\_Welingak Website: 5.094722  
Welingak Website should be focused the most on in order to increase the probability of lead conversion.
2. Total Time Spent on Website: 3.962985  
Making X Education website more informative and more user friendly could increase the probability of lead conversion.
3. Occupation\_Working Professional: 2.649252  
Working Professionals who are looking to upskill or changes in career are most likely to convert.

**Q3.** 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 2-month internship period, X Education can implement a targeted strategy for aggressive lead conversion:

1. **Prioritize High-Conversion Sources:** Focus on leads from "Welingak Website" and "Reference" due to their positive coefficients, indicating higher conversion likelihood.
2. **Target Working Professionals:** Engage "Working Professionals" as they have a positive coefficient, indicating a higher chance of conversion.
3. **Engage Active Website Visitors:** Reach out to leads who spent "more time on the website" to tap into their higher conversion potential.
4. **Leverage SMS Interactions:** Contact leads with the "SMS Sent" activity, as it's positively correlated with conversion.
5. **Avoid Low-Conversion Sources:** Don't prioritize "Olark Chat" leads and "Landing Page Submission" origin due to negative coefficients.
6. **Skip Unlikely Conversions:** Avoid contacting leads with "Olark Chat Conversation" activity, "Specialization" as "Others," and "Do Not Email" set to "yes" based on their negative coefficients.

By following this strategy, X Education can focus on leads with higher conversion probabilities while avoiding those less likely to convert, ultimately increasing lead conversion rates during the internship period.

***Q4.** 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:**

During periods when the company reaches its quarterly target ahead of schedule and aims to minimize unnecessary phone calls, the following strategy can be employed:

**1. Segmentation and Prioritization:**

- Categorize leads based on their engagement level, conversion probability, and historical data.
- Prioritize leads that are in advanced stages of the sales funnel and have higher chances of conversion.

**2. Focus on High-Value Tasks:**

- Shift the sales team's focus to tasks that contribute to long-term growth, such as refining sales processes, analyzing market trends, or enhancing customer relationships.

### **3. Lead Nurturing via Digital Channels:**

- Instead of making immediate calls, engage leads through non-intrusive digital channels like personalized emails, informative content, and targeted social media interactions.

### **4. Automated Workflows:**

- Implement automated workflows for routine tasks like lead follow-ups and nurturing, freeing up the sales team's time for strategic activities.

### **5. Data Analysis and Strategy Development:**

- Analyze sales data to identify patterns, customer preferences, and potential areas for improvement.
- Devote time to brainstorming and devising innovative sales strategies for upcoming quarters.

### **6. Skill Enhancement and Training:**

- Use the downtime to enhance the sales team's skills through training sessions, workshops, and knowledge sharing.

### **7. Feedback Loop and Continuous Improvement:**

- Establish a feedback loop between the sales team and other departments to gather insights and ideas for refining sales tactics.

### **8. Selective Phone Calls:**

- Reserve phone calls for leads that show genuine interest or have specific queries, ensuring that each call serves a meaningful purpose.

### **9. Engagement-Oriented Content:**

- Create and share content that addresses common pain points of leads, nurturing their interest without direct phone calls.

### **10. Collaboration with Marketing:**

- Collaborate closely with the marketing team to align efforts, ensuring a seamless transition between marketing and sales activities.

By implementing these strategies, the company can use the surplus time effectively to enhance overall sales processes, foster strategic growth, and minimize the rate of unnecessary phone calls during periods of early target achievement.