

## **Assignment Subjective Question & Answer**

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

Ans- The top three variables are- Times spent on website, Google Search and Total visits.

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?

Ans- Top 3 dummy variables to increase probability are- Page visited on website, sms sent, organic search

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.

Ans- To maximize lead conversion during the period when X Education hires interns and wants to make the lead conversion more aggressive, here are some strategies the sales team can employ:

- ❖ Prioritize high-probability leads: Focus on contacting leads that have been predicted as 1 by the model with the highest probability of conversion. These leads are more likely to convert, so allocating resources to contacting them first can yield better results.
- ❖ Implement targeted LinkedIn outreach: Since many working professionals maintain active profiles on LinkedIn, utilize this platform for targeted outreach. Connect with leads on LinkedIn and engage with them through personalized messages, sharing relevant content, and building professional relationships.
- ❖ Utilize automation tools: Implement automated calling systems or customer relationship management (CRM) software to efficiently manage and track lead outreach efforts. Automation can help streamline the calling process, prioritize leads, and ensure follow-ups are timely and consistent.

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.

Ans- During periods of early sales target achievement, focus on

- Data analysis: Segment leads and prioritize high-value prospects.
- Content creation: Develop engaging content to nurture leads.
- Email automation: Implement automated email campaigns for engagement.
- Social selling: Build relationships through social media and networking.
- Lead qualification: Refine criteria to focus on promising leads.
- Customer feedback: Gather testimonials to boost credibility.
- Training: Invest in sales team development.
- Strategic planning: Set new goals and align with business objectives.