

## Assignment Subjective Questions – Khanh Ilan Anubha

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

- **Tags\_Lost to EINS**
- **Tags\_Closed by Horizon**
- **Tags\_Will revert after reading the email**

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?

- **Tags\_Lost to EINS**
- **Tags\_Closed by Horizon**
- **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.

- **Immediate Aggressive Contact:** Prioritize calling leads in categories “Lost to EINS,” “Closed by Horizon,” and “Will revert after reading email.”
- **Intern Efficiency:** Assign leads evenly, use tailored scripts, track conversions daily, and adjust focus quickly based on real-time feedback.
- **Secondary Focus:** Follow-up with medium probability leads to capitalize on additional conversion opportunities, maximizing intern output.

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.

- **Only call leads** with **extremely high probability ( $\geq 80\%$ )** and clearly associated with the categories **“Lost to EINS”** and **“Closed by Horizon.”**
- Leverage automation and digital communication (emails, SMS) to handle leads below the threshold.
- Keep sales team productivity high by shifting their focus to strategic and long-term growth tasks.