

ASSIGNMENT SUBJECTIVE QUESTIONS

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

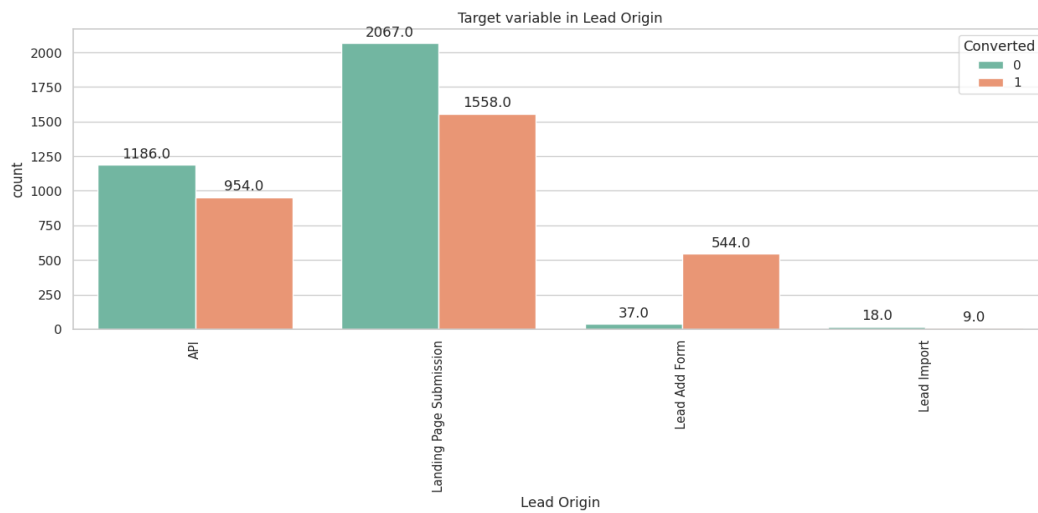
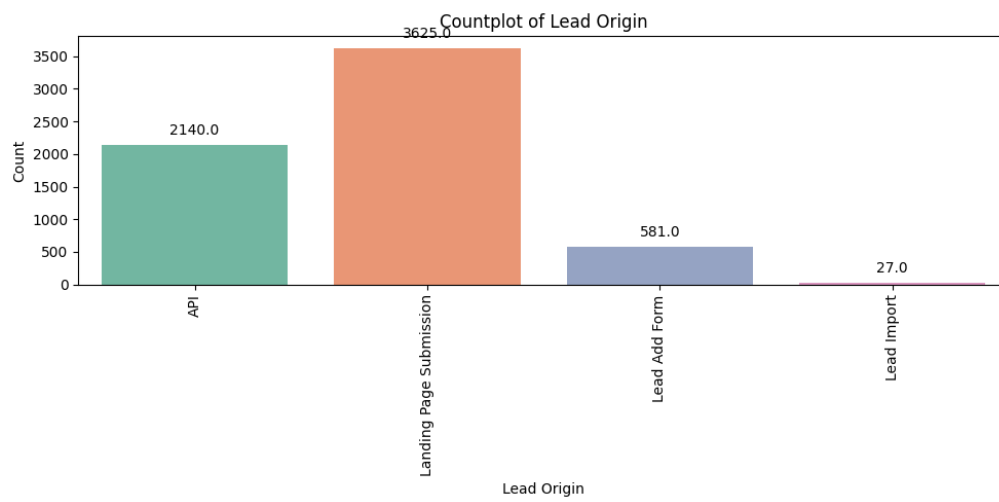
Ans1.

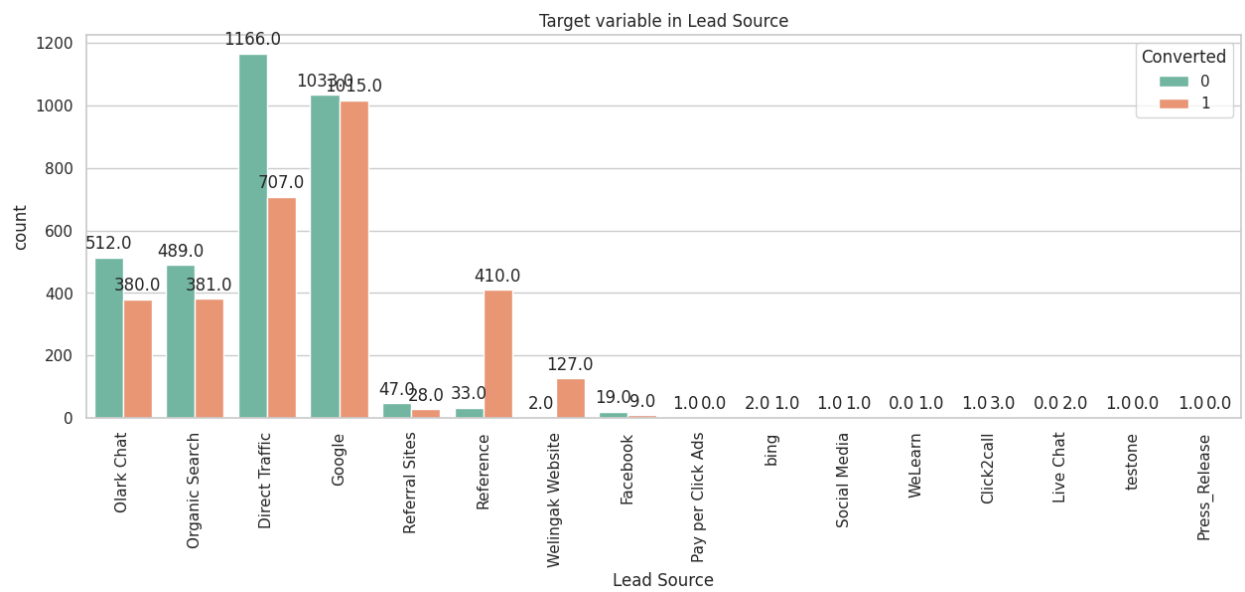
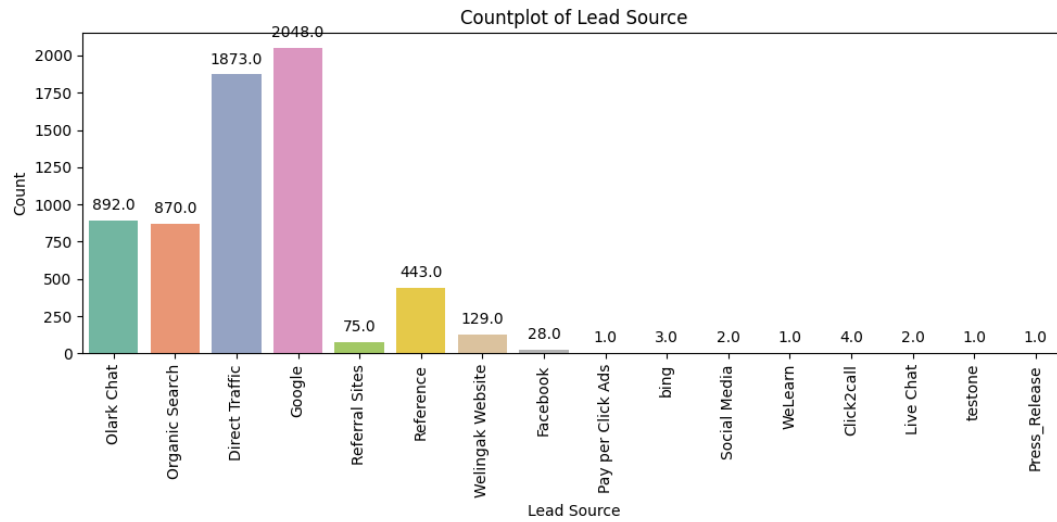
The top three variables in the model which contribute most towards the probability of a lead getting converted are :

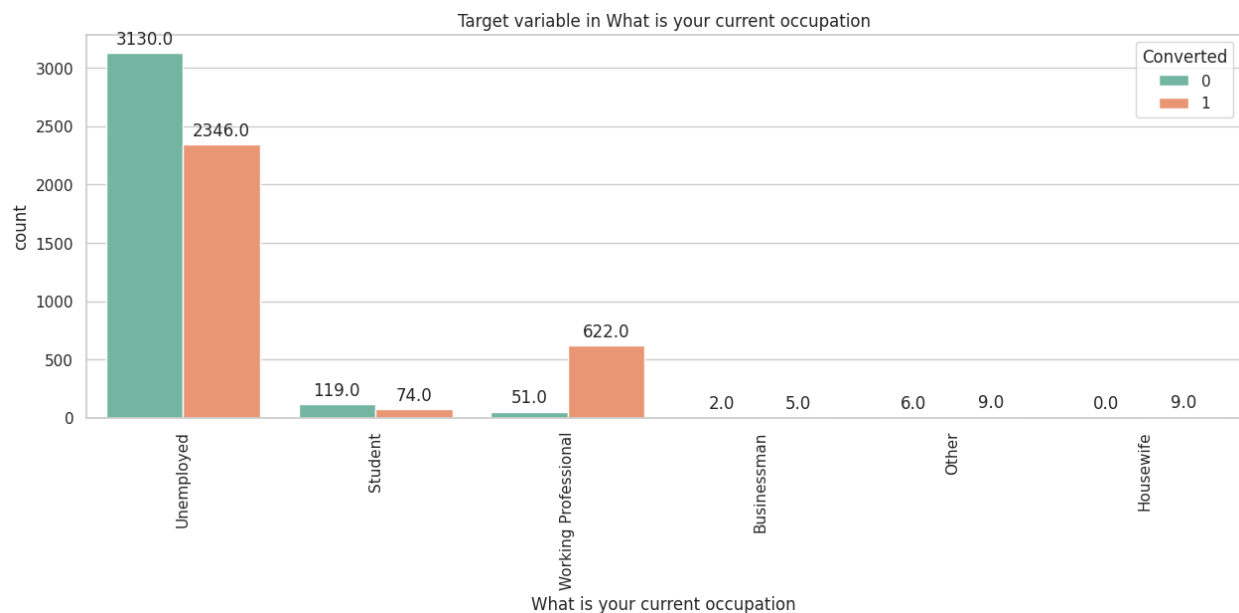
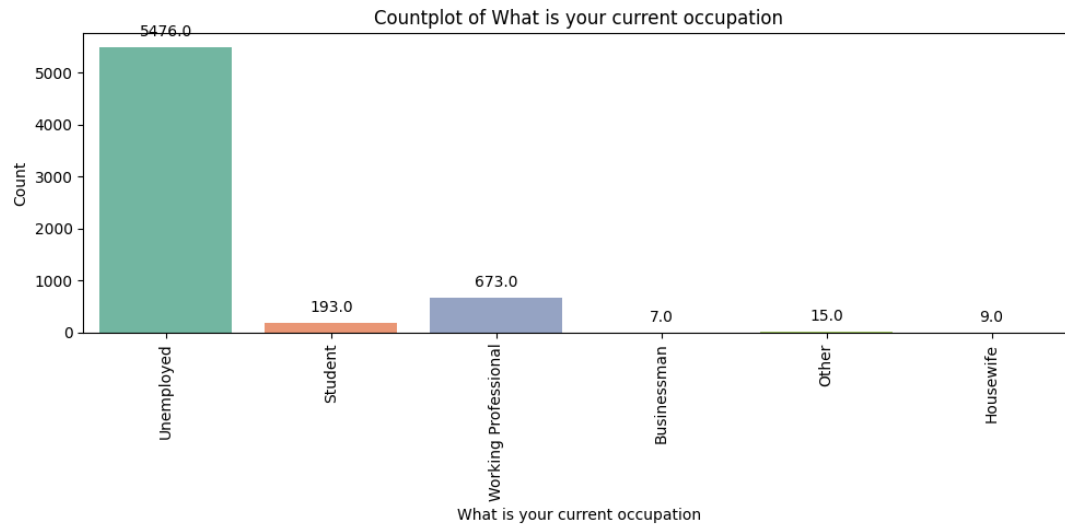
1. **Total Time Spent on Website**
2. **Lead Origin_Lead Add Form**
3. **What is your current occupation_Unemployed**

	Features	VIF
10	What is your current occupation_Unemployed	2.59
0	Total Time Spent on Website	1.94
4	Do Not Email_Yes	1.74
5	Last Activity_Email Bounced	1.70
8	Last Activity_SMS Sent	1.58
2	Lead Source_Olark Chat	1.46
1	Lead Origin_Lead Add Form	1.42
3	Lead Source_Welingak Website	1.29
7	Last Activity_Olark Chat Conversation	1.24
9	What is your current occupation_Student	1.08
6	Last Activity_Had a Phone Conversation	1.01
11	Last Notable Activity_Unreachable	1.01

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?







According to the above countplots 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 are :

1. **Lead Source**
2. **Lead Origin**
3. **What is your current occupation**

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.

Ans3.

3.1 Leverage Data Insights:

Analyze historical data to identify patterns and characteristics of successfully converted leads.

Use this information to fine-tune the predictive model for more accurate lead scoring.

3.2 Dynamic Call Scripts:

Develop dynamic call scripts that can be personalized based on the lead's industry, pain points, and interests.

Provide interns with a framework that allows for flexibility in conversations while ensuring key selling points are covered.

3.3 Engagement Campaigns:

Run targeted engagement campaigns leading up to the internship period.

Utilize email campaigns, webinars, and social media to create awareness about the upcoming opportunities and build anticipation among potential leads.

3.4 Limited-Time Offers:

Create exclusive, time-sensitive offers that are only available during the internship period.

Clearly communicate the urgency and the benefits of taking advantage of these limited-time offers.

3.5 Team Collaboration:

Foster collaboration between the sales team and other departments, such as marketing and customer support.

Ensure a seamless handoff of leads between departments, providing a unified and positive customer experience.

3.6 Customer Success Stories:

Share success stories of previous customers who benefited from X Education's offerings.

Use these stories in outreach to build trust and credibility with potential leads.

3.7 Gamification:

Introduce a gamified element to the sales process to keep interns motivated.

Create friendly competition among interns, with rewards for achieving milestones and meeting targets.

3.8 Social Selling:

Encourage interns to leverage their social networks for outreach.

Provide guidelines on how to engage professionally on platforms like LinkedIn to establish connections and initiate conversations.

3.9 Post-Call Nurturing:

Implement a nurturing sequence for leads who are not immediately ready to convert.

Send follow-up emails, share relevant content, and schedule periodic check-ins to keep X Education top of mind.

3.10 Continuous Optimization:

Regularly review and optimize the sales strategy based on real-time data and feedback.

Adjust tactics based on the performance of specific lead segments, communication channels, and outreach methods.

By combining strategic data analysis, dynamic communication approaches, and collaborative efforts, X Education can create a robust strategy to maximize lead conversion 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.

Ans4.

Here's an alternative strategy for the company to minimize useless phone calls when they've reached their quarterly target ahead of schedule:

4.1 Client Relationship Reviews:

- Conduct comprehensive reviews of existing client relationships and satisfaction levels.
- Identify opportunities for upselling, cross-selling, or expanding services to the current client base.

4.2 Client Appreciation Campaigns:

- Develop appreciation campaigns for existing clients to strengthen relationships.
- Send personalized thank-you notes, exclusive offers, or invitations to client-exclusive events.

4.3 Referral Programs:

- Launch a referral program encouraging satisfied clients to refer new business.
- Incentivize referrals with discounts, exclusive access, or other rewards.

4.4 Strategic Account Management:

- Assign dedicated account managers to key clients for personalized attention.
- Focus on understanding the clients' evolving needs and aligning services accordingly.

4.5 Market Research and Trend Analysis:

- Invest time in comprehensive market research and trend analysis.
- Identify emerging opportunities, industry shifts, and areas where the company can proactively position itself.

4.6 Competitor Analysis:

- Conduct a thorough analysis of competitors to understand their strengths and weaknesses.
- Develop strategies to differentiate the company's offerings and stay ahead in the market.

4.7. Thought Leadership Initiatives:

- Position key members of the sales team as thought leaders in the industry.
- Engage in content creation, webinars, and industry events to showcase expertise and attract new leads organically.

4.8. Digital Marketing Campaigns:

- Shift focus to digital marketing campaigns to generate inbound leads.
- Invest in SEO, content marketing, and targeted online advertising to reach a wider audience.

4.9 Customer Feedback Sessions:

- Arrange feedback sessions with existing clients to gather insights on their experiences.
- Use feedback to refine products/services and tailor offerings to meet evolving client needs.

4.10. Training and Skill Development:

- Utilize the downtime to invest in training and skill development for the sales team.
- Enhance their expertise in areas such as negotiation skills, strategic selling, and industry-specific knowledge.

By shifting the focus from outbound calls to client relationships, market analysis, and skill development, the company can maintain momentum during the quarter while preparing for sustained growth in the future. This strategy aligns with building a strong foundation for long-term success rather than relying solely on immediate sales calls.