

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

Ans – Top three variables in your model that have the most impact on whether a lead gets converted are:

-Tags_Closed by Horizon: This factor has the highest positive influence, with a score of approximately 9.99. means when lead tagged as Closed by Horizon, there is a strong likelihood that they will convert into a customer.

-Tags_Lost to EINS: This factor also has a strong positive influence, with a score of about 10.59. When lead tagged as Lost to EINS, it indicates a significant chance of conversion.

-Tags_wrong number given: This factor has a strong negative impact, with a score of approximately -21.41. If a lead is tagged with Wrong number given, it suggests that they are less likely to convert into a customer.

these tags play a crucial role in determining whether a lead will convert, with Closed by Horizon and Lost to EINS being positive indicators, while "Wrong number given is a negative indicator of conversion.

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 - To increase the chances of converting leads into customers, here are the top three factors you should focus on from the categorical/dummy variables:

-Tags_Closed by Horizon: Pay special attention to leads with the "Closed by Horizon" tag. They have a strong tendency to convert. Customize your approach for these leads to further boost conversion rates.

-Tags_Lost to EINS: Leads marked as "Lost to EINS" also have a high likelihood of conversion. Investigate why they are more likely to convert and use this insight to enhance your conversion strategies.

-Tags_Will revert after reading the email: Leads showing interest in returning after reading an email are more likely to convert. Concentrate on engaging these leads effectively and ensure that your email content is engaging to improve your conversion rates.

Focusing on these specific categories of leads will help you increase your chances of successfully converting them into customers.

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 -During the two-month intern hiring period, X Education should focus on these steps to aggressively convert potential leads predicted as "1" by the model:

Prioritize High-Probability Leads: Focus on leads with the highest chance of conversion.

Personalized Outreach: Make personalized calls and messages tailored to each lead.
Follow-Up: Implement a follow-up system to stay engaged with leads.
Offer Incentives: Consider special offers for high-probability leads.
A/B Testing: Experiment with different approaches to optimize conversions.
Train Interns: Ensure interns are well-trained for effective communication.
Monitor and Adjust: Continuously track and adapt the strategy for better results.
Automate Tasks: Use tools for routine tasks like follow-up emails.
Analyze Results: Keep an eye on performance through analytics and reports.
This strategy will help X Education convert more potential leads during this crucial period.

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 a period of exceeding quarterly targets, the company should:

Focus on high-quality leads.

Nuture leads through email and content.

Automate follow-ups.

Prioritize quality interactions.

Analyze data for opportunities.

Share valuable educational content.

Enhance customer support.

Train the team for consultative selling.

Reduce outbound calls, targeting engaged leads.

Maintain feedback with the marketing team.

This approach minimizes unnecessary calls and emphasizes relationship-building and lead nurturing.