

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

The top three variables that most significantly contribute to the probability of a lead getting converted in our model are:

1. **Lead Origin - Lead Add Form:** This feature has the highest positive coefficient (+2.063), indicating that leads originating from the 'Lead Add Form' are significantly more likely to convert compared to other origins.
2. **Lead Profile - Student of SomeSchool:** This variable has a large negative coefficient (-1.844), suggesting that leads identified as 'Student of SomeSchool' are much less likely to convert compared to other profiles.
3. **Lead Source - Welingak Website:** With a coefficient of +1.517, this indicates that leads coming from the Welingak Website have a higher chance of conversion, reinforcing the importance of this source in the lead generation process.

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?

Based on the analysis of the model's coefficients, the top three categorical or dummy variables that significantly influence the probability of lead conversion are:

1. **Lead Origin - Lead Add Form:** This variable stands out with the highest positive impact. By focusing on this lead origin, specifically the forms used to add leads, strategies can be developed to optimize the form's design and placement to capture more high-potential leads.
2. **Lead Profile - Student of SomeSchool:** Although this variable negatively impacts conversion probability, understanding why students from SomeSchool are less likely to convert could provide insights into how the courses or marketing messages could be tailored to better meet their needs or expectations.
3. **Lead Source - Welingak Website:** This source has shown a strong positive influence on lead conversion. Enhancing marketing efforts or collaborations with the Welingak Website could drive more high-quality leads.

These three categorical variables are critical levers for influencing lead conversion rates. Strategies should be developed to exploit the strengths of these variables and mitigate any negative impacts, thereby optimizing the overall conversion process.

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.

To maximize lead conversion during the 2-month period when X Education has 10 interns dedicated to the sales team, the following strategy can be employed:

- **Focus on High Probability Leads:** Prioritize leads that have been predicted as '1' by the model, indicating a high probability of conversion. These leads are most likely to convert, and targeting them will yield the best results.
- **Enhanced Engagement Strategy:** Assign interns to conduct personalized phone calls to high-priority leads. Prepare scripts that cater to the specific interests and concerns of these leads based on the data collected, such as their chosen fields of study or preferred learning modes. Implement a structured follow-up strategy where interns make initial contact and schedule follow-ups to keep leads engaged. Use CRM tools to track interactions and ensure no lead is missed.
- **Training and Resources:** Provide interns with comprehensive training on the products, services, and sales techniques to effectively engage with leads. Equip them with the necessary resources, scripts, and tools to handle objections and convert leads successfully.
- **Monitoring and Analytics:** Use analytics to monitor the conversion process in real time. This can help in quickly identifying any bottlenecks or less effective strategies that need tweaking. Establish a system where interns can report back on common concerns or

feedback from leads. This can provide valuable insights that can be used to adjust strategies on the fly.

- **Offer Incentives:** Set up incentives for interns based on the number of successful conversions they handle. This can motivate them to perform better and feel more engaged with their work.

By focusing on high-probability leads, implementing personalized engagement strategies, providing training and resources, monitoring progress, and offering incentives, X Education can make the lead conversion process more aggressive and maximize conversions during the 2-month hiring 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.

When X Education has already met its quarterly targets and wishes to minimize unnecessary communications while focusing on new tasks, the strategy should shift to maintain efficiency without compromising future lead nurturing. Here's a strategy tailored for this phase:

- **Refined Lead Scoring and Segmentation:** Increase the lead score threshold for initiating phone calls. For instance, only contact leads with a score of 90 or above. This reduces the volume of calls while ensuring that only the highest-potential leads are contacted. Utilize more granular data to segment leads further, focusing on those who have shown recent engagement or have been historically more responsive.

- **Enhanced Digital Engagement:** Deploy targeted email campaigns designed to engage and nurture leads without direct calls. These can include newsletters, course updates, success stories, and personalized content based on the lead's interaction history. Increase presence on social media platforms and forums where potential leads are active. Use

these platforms for soft engagement strategies like sharing industry news, tips, and company updates.

- **Resource Reallocation:** Redirect the efforts of the sales team towards strategic tasks such as planning for the next quarter, training sessions, refining sales techniques, and improving internal processes. Initiate projects that focus on long-term relationship building with leads, such as community building activities or developing educational content that can help in lead nurturing.

- **Use of CRM Tools:** Make full use of CRM tools to automate reminders, follow-ups, and re-engagement strategies based on specific triggers such as lead behaviour or time since last contact. Use quieter periods to analyze data collected from CRM to uncover insights about lead behaviour, conversion factors, and potential areas for improvement in lead management.

- **Feedback and Continuous Improvement:** Use digital platforms to collect feedback from leads on their preferences regarding communication and their interests. This can help tailor future communications and reduce the frequency of unwanted calls. Regularly review the effectiveness of the communication minimization strategy and make adjustments as needed based on feedback and analytics.

This strategy ensures that the company remains proactive in nurturing high-potential leads with minimal disruption while reallocating resources efficiently during times when sales targets have already been met. This approach not only minimizes unnecessary calls but also enhances overall productivity and prepares the team for future sales challenges.