

## **SUBJECTIVE QUESTIONS & ANSWERS**

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

**According to the Model, Following three Variables contribute most towards the probability of a lead getting converted:**

1. **Lead Source\_Welingak Website & Reference**
  2. **What is your current occupation\_Working Professional**
  3. **Last Activity\_Other\_Activity**
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?

**Upon reviewing the final model and as evident from EDA as well, followings are the top 3 categorical variables in the model which should be focused the most on in order to increase the probability of lead conversion:**

- 1) **Last Origin\_Olark Chat**
  - 2) **Total Time Spent on Website**
  - 3) **Last Activity\_SMS Sent**
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.

### **1. Prioritize Hot Leads:**

a. **Target Leads with a Lead Score  $\geq 85$ :** Focus on leads with a score of 85 or higher, as they exhibit strong engagement and a high likelihood of conversion. These leads are essential for aggressive follow-up to maximize returns.

b. **Automated Lead Scoring Integration:** Implement automated systems to score incoming leads based on their engagement levels. Leads with scores above 85 should be flagged automatically for direct communication by the sales team.

### **2. Engage through Phone Calls:**

a. **Personalized Phone Outreach:** Direct phone calls to high-value leads will personalize the engagement and increase the likelihood of conversion. This method helps build rapport and address any questions or concerns, driving higher conversion rates.

b. **Use a Structured Call Script:** Provide the sales team with a tailored script that highlights the lead's interests and engagement history. The script should be designed to quickly establish trust, provide value, and emphasize the benefits of enrolling in X Education's offerings.

### 3. Leverage Data-Driven Insights:

a. **Track Lead Activity:** Continuously monitor lead engagement with the website and other channels. Leads showing higher engagement should be prioritized, ensuring timely and relevant communication.

b. **Refine Lead Scoring Model:** Adjust the lead scoring mechanism in real-time to reflect increased engagement during the outreach period, enhancing the likelihood of conversion.

**Expected Outcome:** By focusing on Hot Leads with a Lead Score  $\geq 85$  and using personalized phone calls to engage them, the sales team can significantly increase conversion rates. This strategy will allow X Education to effectively leverage its intern workforce during the recruitment phase, ensuring maximum impact and conversion during the critical 2-month period.

**Conclusion:** The approach should focus on high-engagement hot leads, prioritizing personalized phone outreach to boost conversion rates. By utilizing data-driven insights and maintaining a structured follow-up process, X Education can maximize the effectiveness of the sales team's efforts during the internship 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.

#### 1. Reallocation of Sales Activities:

- **Email and SMS Outreach:** Shift the primary communication from phone calls to emails and SMS. These methods are less intrusive and can still keep leads engaged without taking up too much of the sales team's time.
- **Content Sharing:** Provide leads with valuable content through newsletters, e-books, or webinars. This way, leads remain engaged without the need for direct phone calls.

#### 2. Automated Engagement:

- **Use of CRM Tools:** Utilize Customer Relationship Management (CRM) tools to automate follow-ups with leads. This will help maintain a relationship without direct phone calls, unless absolutely necessary.

#### 3. Data-Driven Prioritization:

- **Advanced Lead Scoring:** Continuously update and refine the lead scoring model based on real-time data. Focus efforts on leads with the highest scores and significant digital engagement.

#### **4. Internal Projects and Training:**

- **Skill Development:** Allocate time for the sales team to undergo training sessions, enhancing their skills and knowledge. This will ensure they are better prepared for future interactions.
- **Process Improvements:** Have the team work on improving internal processes and strategies. This could involve analysing past performance data to identify areas for improvement.

**Expected Outcome:** By implementing these strategies, X Education can maintain engagement with leads through less resource-intensive methods, freeing up the sales team for other productive tasks and ensuring sustained performance without unnecessary phone calls.