Assignment Subjective Questions

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

Lead Origin

- This variable has the highest positive coefficient. The origin identifier with which the customer was identified to be a lead

Total Time Spent on Website

- The more time a lead spends on the website, the higher the likelihood they will convert. Each additional unit of time spent on the website increases the conversion probability significantly

Last Notable Activity

- The variable identifies the last notable activity performed by the student. Email Activity, Modified and Website Activity of all the other last notable activity categories have a significant negative impact on conversion probability

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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?**

Lead Origin_Lead Add Form (Coefficient: 4.6807)

- This variable has the highest positive coefficient. Leads originating from the Lead Add Form; have a very strong positive impact on conversion probability. This suggests that leads who provide their details through a form are much more likely to convert

Total Time Spent on Website (Coefficient: 1.0980)

- The more time a lead spends on the website, the higher the likelihood they will convert. Each additional unit of time spent on the website increases the conversion probability significantly

Lead Source_Olark Chat (Coefficient: 0.9592)

- Leads whose source are from the Olark Chat have the higher the likelihood they will convert. Focus more on the leads coming from Olark Chat than any other source, infact Lead source of Direct traffic has negative correlation with the conversion

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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.**

During the 2-month internship phase, X Education should:

- Set a Lower Threshold for Interns: Set a lower threshold for the interns and bifurcate them into the buckets like for the leads within 30-70 to be targeted by half the interns and leads within the 70 to 80 thresholds by the other half. This will allow them to engage more potential leads for conversion and also the result of this bifurcation can used for further analysis
- Assign Senior Staff to High-Value Leads: Senior/experienced staff should handle leads with Lead_Score above 80, as these are less in numbers and have a higher chance of conversion and hence the focus high probability leads

- Model suggests that the Total Time Spent on Website has positive impact on the conversion. Hence the interns should encourage the customers to spend more time on the website to explore the course details, in their sales pitch
- Monitor and Adjust: Track performance and adjust strategies as needed to optimize lead engagement and conversion after 1 month so that last 1 month can be effectively utilized

This strategy ensures interns focus on a larger pool of leads, while senior staff handle the highest-potential leads.

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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 the company reaches its quarterly target early, the strategy should focus on minimizing unnecessary phone calls and optimizing resources:

- Increase the Threshold: Increase the Lead score Threshold above 95%, this reduces the need for manual calls and allows the team to focus on higher-priority leads. Also, for the leads which are below 95% incorporate Automated touchpoints like email campaigns, chatbots, auto SMS etc to engage the customers
- Prioritize High-Quality Leads: Focus phone calls and manual outreach on leads with Lead_Score above 95%, as these have the highest conversion probability and hence are the low hanging fruits. In case all the leads above 95% are manually classified before the start of next quarter then next set of leads between 90% to 95% threshold to be approached manually by the sales team
- Segment and Target Based on Engagement: Monitor lead engagement levels, and only escalate phone calls for those showing active interest, such as clicking emails or requesting information
- Sales team can also be engaged with the data analytics team to give them the insights on the result of model under place and if they want to tweak some of the variables to explore better results
- Utilize Data Driven Insights: Use analytics to fine-tune the process and ensure that phone calls are made only when there's a high likelihood of conversion

This approach minimizes sales effort on low-potential leads, ensuring that the team focuses on high-conversion activities while still nurturing the broader lead pool.