

SUBJECTIVE QUESTIONS

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

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

- Total time spent on website
- Lead Origin_Lead Add Form
- What is your current

- 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: The top three categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are:

- Last Notable Activity _ Unreachable
- Last Notable Activity _ had a phone conversation
- Do not Email _Yes

- 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 intern hiring period, X Education can employ the following strategy to maximize lead conversions:

- Segment potential leads into "Hot," "Warm," and "Cold" categories based on their lead scores.
- Allocate phone calls to interns, prioritizing the "Hot Leads" segment and assigning more interns to this group.
- Implement personalized email campaigns as a complement to phone calls, emphasizing the value of X Education's courses.
- Monitor lead behavior and engagement, focusing on positive signals such as increased interest and inquiries.
- Provide comprehensive training to interns on effective communication and sales techniques.
- Encourage feedback from interns to improve the lead conversion strategy iteratively.
- Set a lead scoring threshold to identify potential leads with a high probability of conversion.
- Track and analyze outcomes, including conversion rates, to identify areas for improvement.

By following this strategy, X Education can leverage interns' resources efficiently, target potential leads effectively, and increase the chances of converting a higher percentage of leads during the intern 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.**

Ans: During the period when X Education reaches its quarterly target early and wants to minimize unnecessary phone calls, they can employ the following strategy:

- Refine lead scoring to identify high-probability leads accurately.
- Segment leads and prioritize "Hot Leads" with the highest conversion probabilities.
- Implement automated email campaigns and personalized follow-ups instead of phone calls.
- Develop valuable content and engage leads through social media.
- Monitor lead behavior and engagement to prioritize follow-up actions.
- Provide sales team training on effective email communication and lead nurturing.

By focusing on targeted email campaigns, content creation, and digital channels, X Education can minimize useless phone calls while still effectively engaging potential leads during this period.