

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

**Answer:** Following are the top 3 variables with its Coefficients in our final model which contributes most towards the probability of a lead getting converted:

- |      |                              |      |
|------|------------------------------|------|
| i.   | Lead Source_Welingak Website | 5.93 |
| ii.  | Total Time Spent on Website  | 4.45 |
| iii. | Lead Source_Reference        | 3.47 |

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?

**Answer:** Following are the top 3 categorical /dummy variables with its Coefficients in our final model which should be focused to increase the probability of lead conversion:

- i. Lead Source\_Welingak Website: 5.93  
Focus should be on more marketing budget/spends on Welingkar Website in terms of advertising, etc. to attract more leads.
- ii. Lead Source\_Reference: 3.47  
Run Referral bonanza or discounts to boost more references and get more references that convert to lead.
- iii. What is your current occupation\_Working Professional 2.62  
Tie up with Corporates and offer custom courses that meet their organization future needs.  
For individual customers, develop tailored messaging and engage working professionals through communication channels.

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.

**Answer:** X Education should adopt a hybrid approach in implementing their Marketing strategy when the additional interns are hired for more aggressive conversion.

- Phone calls should be made to all potential leads (whose coefficients are positive and in reducing order as they appear) which are:
  - i. coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
  - ii. who are the "working professionals" as they are more likely to get converted.

- iii. who spent "more time on the websites" and make more visits to websites as these are more likely to get converted.
  - iv. whose last activity was SMS Sent as they are more likely to get converted.
  - v. coming from the lead sources "Olark Chat" as these are more likely to get converted.
- Have Omni-channel presence across all touchpoints: the sales team should make sure to follow up with leads who have interacted with X Education through multiple channels. For example, leads who have used the Olark Chat feature on the website may not have spent as much time on the website, but may still be interested in X Education's services. Therefore, the sales team should make sure to follow up with leads who have used multiple channels to interact with X Education
  - Have Referral bonus scheme for their Alumni as well as their employees whose generate potential Hot leads
  - Maximize website engagement. Since time spent on website is very good variable with positive coefficient. On website, X Education can run schemes such as free registration for webinars by Industry Expert or Free Pre-Test for customers to do gap analysis in the specialization area.
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.

**Answer:** When X Education reaches its sales target for a quarter before deadline, can employ the following strategy:

- To reduce rate of phone calls, they can send automated SMS and emails to only those customers that have very good likelihood of getting converted
- Focus on lead nurturing activities such as personalized emails, SMS's and targeted newsletters, connect through social media pages or chatbots