

Subjective Questions & Answers

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

Answer: The top three variables based on the final model which contributes most towards the probability of lead getting converted are

- Lead Source
- What is your current occupation
- Last 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?

Answer: The top 3 categorical/dummy variables in the model that be focused most in order to increase the probability of lead conversion are:

- Lead Source_welingak website
- Lead Source_reference
- What is your current occupation_working professional

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: During the intern hiring period, X Education can implement the following strategy to maximize lead conversion:

- **Prioritize Hot Leads:** Focus on leads predicted as 1 by the model, indicating high conversion probability.
 - **Personalized Outreach:** Customize phone call scripts and email templates based on lead characteristics and predicted conversion probability.
 - **Increase Contact Attempts:** Implement a multi-channel approach to reach out to leads, including phone calls, emails, and personalized messages on social media platforms.
 - **Monitor and Adapt:** Continuously monitor conversion rates and adjust outreach strategies based on feedback and performance metrics.
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: During periods of surpassing quarterly targets early, X Education should implement the following strategy to minimize unnecessary phone calls

- **Refine Lead Prioritization:** Utilize advanced lead scoring models to accurately identify high-potential leads and prioritize outreach efforts accordingly.
- **Automate Lead Nurturing:** Implement automated email drip campaigns tailored to lead segments, providing relevant content and nurturing leads over time.
- **Optimize Sales Team's Time:** Allocate sales team resources towards high-value tasks such as personalized follow-ups with warm leads and strategic account management.
- **Implement Qualification Criteria:** Establish clear qualification criteria to determine when a phone call is truly necessary, ensuring resources are allocated effectively.