Subjective Questions

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

Ans. These are the top variables that contribute towards the probability of a lead getting converted

1. Tags_Closed by Horizzon.

2. Tags_Lost to EINS

3. Tags_Will revert after reading the email

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. Top 3 Categorical/Dummy variables to increase probability of lead conversion are:

● Tags_Closed by Horizzon

● Tags_Lost to EINS

● Tags_Will revert after reading the email

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. Strategy for X-Education:

Engagement-Based Targeting:

Prioritize leads based on their engagement with the website, particularly those spending significant time on the site. Develop content and tools that enhance user experience, encouraging return visits and deeper interaction.

Aggressive Marketing for Frequent Visitors:

Focus on leads with high page views per visit, as these individuals are likely comparing offerings with competitors. Deploy a targeted marketing campaign highlighting X-Education's unique selling propositions and competitive advantages.

Leverage Referral Channels:

Intensify efforts on leads acquired through referrals, as they have a higher likelihood of conversion. Consider incentives for both referrers and referred individuals to bolster this channel's effectiveness.

Strategic Outreach to Students:

While students may have a lower immediate conversion probability due to the industry-based nature of the courses, emphasize the long-term benefits of industry readiness. Craft messaging that positions these courses as an essential stepping stone for future career success.

Personalized Communication:

Implement a system of personalized communication via phone calls for leads who exhibit high engagement (e.g., extensive time spent on the website, frequent visits, or last active through SMS or chat). Tailor the conversation to address their specific needs and preferences, highlighting how X-Education's courses align with their career goals.

By deploying a strategic, data-driven approach to lead engagement and conversion, X-Education can effectively capitalize on its competitive advantages and drive significant growth in its customer base, positioning itself as a leader in the educational market.

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. Strategy for Post-Target Achievement Stage:

1. Implement Automated Communication:

   Engage leads using automated emails and SMS campaigns to minimize direct phone call requirements.

2. Adopt a Selective Calling Approach:

   Limit phone calls to essential cases and high-potential leads to optimize resource utilization.

3. Concentrate on Employed Leads:

   Prioritize outreach efforts towards employed leads while de-prioritizing unemployed leads and students.

4. Initiate Market Research and Opportunity Identification:

   Direct the sales team to conduct market research to explore new opportunities and assess competitive dynamics.

5. Focus on Training and Skill Development:

   Use this period to enhance the sales team's skills and knowledge through targeted training sessions.