

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

top three variables:

1. Lead\_number
2. Do Not Email
3. TotalVisits

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?

top 3 categorical/dummy variables:

1. Lead Origin\_Lead Add Form
2. Lead Source\_Olark Chat
3. Lead\_Source\_Welingak Website

**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.**

- **Focused Lead Prioritisation:** Concentrate efforts on leads predicted as '1' by the model, ensuring these high-potential prospects are the primary focus for engagement and conversion.
- **Personalised Engagement:** Tailor communication strategies based on lead scores. Craft personalised messages, exclusive offers, or targeted attention to encourage prompt conversions.
- **Timely and Consistent Follow-ups:** Establish a systematic follow-up routine for all high-potential leads. Consistency and timely interactions are pivotal to maintaining engagement and guiding leads through the enrollment process.
- **Effective Sales Techniques:** Equip interns with robust training on effectively communicating the value propositions of X Education's courses. In-depth knowledge and persuasive skills are crucial to engage leads convincingly.
- **Multi-channel Outreach:** Employ a multi-pronged approach combining phone calls with other mediums like email or personalised messaging, catering to the diverse preferences of potential leads.
- **Continuous Evaluation and Adjustment:** Establish a feedback loop to monitor the effectiveness of outreach strategies. Regular evaluation and adaptive adjustments will refine the interns' approach, enhancing overall conversion rates.

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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.

- **Refining Lead Segmentation:** Review and redefine lead segments based on behaviour, preferences, or specific criteria. This allows for targeted follow-ups and engagements, focusing on leads more likely to convert or need specialised attention.
- **Enhanced Content Strategy:** Develop and share high-value content like informative articles, webinars, or case studies tailored to different lead segments. This keeps engagement high without relying solely on phone calls.
- **Interactive Email Campaigns:** Create interactive email campaigns using personalised content or surveys to gauge interest levels or specific needs. These can lead to more meaningful conversations without direct phone calls.
- **Automated Follow-ups:** Implement automated follow-up sequences triggered by specific lead actions or inaction. Utilise CRM systems to schedule timely, non-intrusive follow-up emails or messages.
- **Focused Social Media Engagement:** Leverage social media platforms to engage leads through targeted content, discussions, or live sessions. Engaging leads in a more informal yet informative manner can be effective.
- **Offer Value-driven Webinars or Workshops:** Host webinars or workshops on topics relevant to the leads. This provides value while keeping communication channels open, but without direct phone calls.
- **Client Referral Programs:** Encourage existing satisfied clients to refer new leads. Incentivize referrals through referral programs, thereby generating new leads organically.
- **Upskilling and Training:** Use this time for sales team upskilling or training sessions to enhance skills or knowledge, enabling them to better handle leads when the calling restriction is lifted.