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** contributing mostly towards the probability of a lead getting converted in the model, based on the model's coefficients and significance, are:
1. **Total Time Spent on Website**
    o   Leads spending more time on the website have a significantly higher probability of conversion.
    o   This variable has a **positive coefficient** and is one of the most influential predictors.
2. **LeadOrigin_Lead Add Form**
    o   Leads generated through the "Lead Add Form" source are highly likely to convert, making this origin a key contributor.
3. **Tags_Will revert after reading the email**
    o   This tag indicates a positive intent to follow up, and it significantly increases the probability of conversion.

1. **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?**

The **top 3 categorical/dummy variables** in the model that should be focused on more to increase the probability of lead conversion are:
1. **Tags_Will revert after reading the email**
    o   This tag has a strong **positive impact** on conversion probability, indicating leads who show intent to engage further by reverting are highly likely to convert.
    o   Action: Prioritize leads with this tag for follow-ups.
2. **LeadOrigin_Lead Add Form**
    o   Leads originating from the "Lead Add Form" source have a significantly higher conversion probability.
    o   Action: Optimize and promote this lead source to capture high-quality leads.
3. **LastActivity_SMS Sent**
    o   Leads where the last activity involved an SMS sent are more likely to convert, showing the importance of SMS as a communication method.
    o   Action: Focus on targeted SMS campaigns for timely engagement.

2. **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: To make the lead conversion more aggressive during the **2-month period** when interns are available, **X Education** should focus on a highly targeted and systematic strategy to maximize the chances of converting leads predicted as 1 (high conversion probability). Here's a suggested **3-step strategy**:

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1. Prioritize Leads Based on Lead Scores
- Use the **lead scores** generated by the model to identify the leads with the **highest probability of conversion** (e.g., leads with scores above 70–80).
- Create a **priority list** of these leads and distribute them evenly among the interns.
  Why? Higher lead scores indicate a higher probability of conversion, so focusing on these leads will maximize efficiency.

Actions:
- Segment the leads into three tiers based on scores:
  - **High Priority**: Lead score ≥ 80
  - **Medium Priority**: Lead score between 60–79
  - **Low Priority**: Lead score ≤ 59
- Allocate interns to start with **high-priority leads** and move to medium and low tiers only after covering the high-priority ones.

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2. Implement a Multi-Channel Follow-Up Approach
- Combine **phone calls** with **SMS follow-ups** and **emails** to maximize engagement and remind potential leads about X Education's offerings.
- Focus on leads with the following indicators from the model:
  - **Tags_Will revert after reading the email** (high likelihood of engagement).
  - **LastActivity_SMS Sent** (positive impact on conversion).
  - **LeadOrigin_Lead Add Form** (high-performing origin).

Actions:
- Design **personalized call scripts** for interns to address key benefits and FAQs for high-scoring leads.
- After a phone call, send a **follow-up SMS** summarizing the conversation and providing the next step (e.g., booking a consultation).
- Send emails to leads who **do not answer calls** within 24 hours.

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3. Monitor Intern Performance and Lead Progress
- Assign specific daily targets for interns, such as the number of calls made and follow-ups completed.
- Use a **tracking dashboard** to monitor:
  - Number of calls made.

- o Response rates and conversion status of each lead.
- o Drop-off points for leads who don't convert (e.g., no response, undecided, etc.).
- Regularly review performance with the sales team and interns to refine the approach.

Actions:
- Provide daily/weekly performance feedback to interns to ensure consistency and motivation.
- Implement a simple CRM tool or spreadsheet for tracking progress and assigning new leads dynamically.

Summary of the Strategy
1. **Prioritize high-scoring leads** for immediate focus.
2. Use a **multi-channel follow-up** with phone calls, SMS, and emails to engage leads effectively.
3. **Monitor performance and progress** of interns to ensure optimal resource utilization.

3. **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 periods when **X Education** has already achieved its targets for the quarter, the focus should shift to minimizing unnecessary phone calls while ensuring the company's operations remain efficient. Here's a **3-step strategy** to achieve this:

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1. Identify and Focus Only on High-Value Leads
- Use the **model predictions** to filter leads that have the **highest probability of conversion** (e.g., predicted probability > 0.8 or lead score > 80).
- Avoid contacting leads with **low scores** or leads identified by the model as having **low engagement potential** (e.g., based on variables like Tags_Interested in other courses or Tags_Ringing).
- Leads where **Last Activity** and **Tags** indicate no positive engagement should be temporarily deprioritized.

Actions:
- Re-segment leads into:
  - o **High-Value**: Leads with a high lead score or **positive engagement indicators**.
  - o **Low-Value**: Leads with minimal probability of conversion or signs of disinterest.
- Create a system to contact only **high-value leads** during this period, thus avoiding unnecessary calls.

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2. Switch to Automated Communication for Low-Priority Leads
- Use automated tools like **email drip campaigns** and **SMS reminders** to keep low-value leads engaged without phone calls.
- Automated communication should focus on sharing:
  - o Updates about X Education's offerings.

o   Testimonials and success stories to generate long-term interest.
o   Links to free resources or webinars to maintain engagement.

Why? Automation reduces the need for manual efforts and unnecessary phone calls while keeping leads warm for future engagement.

Actions:

- Segment leads with **Tags_Unknown** or low engagement indicators into an **automated email/SMS pipeline**.
- Monitor responses to these campaigns and move only the positively engaged leads to the phone call stage.

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3. Use the Time to Analyze and Improve Processes

- With reduced call volume, the sales team can focus on **new and value-added work**, such as:
  o   Analyzing past performance to identify patterns in lead conversion.
  o   Improving call scripts and communication strategies for future campaigns.
  o   Building **insights and reports** to refine the lead scoring model further.

Actions:

- Conduct **team workshops** to evaluate successful calls and communication techniques.
- Use **data-driven insights** to identify underperforming lead sources, channels, or engagement points.
- Plan and prepare for the next quarter's campaigns (e.g., designing materials, refining the CRM process, etc.).

Summary of the Strategy

1. **Filter and prioritize high-value leads** to focus phone calls only where necessary.
2. Use **automated communication** (emails/SMS) to engage low-priority leads without manual intervention.
3. Allocate more time for **process analysis and improvement** to enhance future sales efficiency.