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 that contribute most towards the probability of a lead getting converted in your model are:

   1. Total Time Spent on the Website – Leads that spend more time on the website have a significantly higher chance of conversion.
   2. Total Number of Visits – The number of times a lead visits the website is a strong predictor of their interest in conversion.
   3. Lead Source – Leads coming from sources like Google, direct traffic, organic search, and the Welingak website are more likely to convert.

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:
   The top three categorical/dummy variables in your model that should be focused on to increase the probability of lead conversion are:

   1. Lead Source (Google, Direct Traffic, Organic Search, Welingak Website) – Leads coming from these sources have a higher likelihood of conversion. Focusing marketing efforts on optimizing these channels can help improve conversion rates.

   2. Last Activity (SMS Interaction, Olark Chat Conversation) – Leads who have engaged via SMS or live chat are more likely to convert. Enhancing engagement through personalized follow-ups and chat support can boost conversions.

   3. Lead Origin (Lead Add Form Submission) – Leads generated through lead forms show a strong intent to convert. Ensuring a seamless and engaging lead capture process can help increase conversions.

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.**

<u>Ans:</u>

To maximize conversions during the 2-month internship phase, X Education should:

- Prioritize High-Intent Leads

- Focus on leads with high website engagement (time spent, visits).
- Target leads from Google, Direct Traffic, Organic Search, Welingak Website.
- Prioritize those who engage via SMS or Olark Chat.
- Structured Calling Plan

- Call within 24 hours of lead interaction.
- If unanswered, send a WhatsApp/SMS follow-up with a personalized message.
- Make 2-3 call attempts at different times.
- Intern Task Allocation & Tracking
-
- 10 interns assigned to different lead categories.
- Use a CRM system to track calls, responses, and follow-ups.
- Create Urgency
-
- Offer limited-time discounts or bonuses.
- Example: "Only 20 spots left! Would you like to secure yours today?"
- Monitor & Adjust
-
- Daily review of call success and conversion rates.
- Adapt based on what's working best.

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.**

<u>Ans:</u>

- Minimizing Unnecessary Calls Strategy (When Targets Are Met Early)
- To reduce unnecessary calls while still engaging potential leads, X Education should:

- Prioritize Only High-Probability Leads
  - Call only leads with very high conversion probability (based on model score).
  - Focus on those who:
  - Have repeated website visits
  - Have requested a callback or filled a form

- - Are from high-converting sources (Google, Welingak Website, Direct Traffic)
- Automate Lead Engagement

  - Use WhatsApp, SMS, and Email for low-priority leads instead of calls.
  - Example: "Hi [Name], we noticed your interest in [Course Name]. Let us know if you have any questions!"
  - Self-Service & Chatbot Support

- Direct leads to a FAQ page, chatbot, or automated email response.
- Allow them to request a callback only if necessary.
- Sales Team Focus Shift
- Utilize Interns for Other Sales & Marketing Tasks
- Have interns work on lead segmentation, content creation, or social media outreach
- Use this period to analyze past lead data, refine marketing strategies, and improve CRM tracking.
- Upskill interns and employees on new sales techniques.
- Expected Outcome
- ✔ Fewer unnecessary calls → Higher efficiency
- ✔ Automated engagement → Leads remain nurtured
- ✔ Sales team productivity shift → Long-term business growth