**Saloni/Venkat**

Ans. 3) Since X Education wants to convert almost all possible leads and make as many phone calls as possible, the strategy should be focused on making phone calls to prospective customers in the order of probability of the lead conversion.

Most importantly, the company needs to be mindful of the “do not call” status to avoid any regulatory impact and implications.

So, first the data needs to be filtered basis the column “Do Not Call”.

Within this data, for any given hour, we should select the prospects basis their time zone (considering regulatory requirements), in the order of lead conversion probability, starting from the highest.

Within this list of prospects, we should prioritize the ones with “Do Not Email” indicator and a high lead conversion rate.

Ans. 4) Since the company wants to focus on making fewer phone calls and making them only when it is necessary, the strategy should include filtering data where customers cannot be reached through other sales channels, but the lead conversion rate of the prospect is high.

So, the company should target the customers with “Do not Email” indicator, no “Do Not Call” and a very high lead conversion rate.

This would result in targeting high conversion rate prospects that cannot be reached via e-mail.

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**Ankit / Vikul**

Ans. 3) The most important factors to be borne in mind, while deciding the strategy for maximizing lead conversion, while making calls to as many prospects as possible, would include focusing on prospects with high lead conversion rate while avoiding any regulatory impacts.

So, the data should be filtered basis the do not calls status mentioned on the column “Do Not Call”.

At any given time, calls should be made in the order of descending lead conversion rate also considering the “Do Not Email” indicator.

To maximize the output further, the lead strategy should be made for every hour, to factor in regulatory requirements related to sales practices for any given time zone and then the calls should be made in the descending order of lead conversion rate.

Ans.4) Since the company has decided to make phone calls only in case it is extremely necessary, the strategy should be focusing on leads with a high conversion rate and with the “Do Not Email” indicator but no “Do Not Call” indicator.

Since, the sales to prospects with the “Do Not Email” indicator, cannot be solicited through e-mail, this strategy will prioritize them, when called in case of high lead conversion rates.