Assignment Subjective Questions

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

The top three variables based on the final model that contribute most towards the probability of lead conversion are:

* + Lead Source\_Welingak Website
  + Lead Source\_Reference
  + Current\_occupation\_Working Professional

# What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

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

* Lead Source\_Welingak Website
* **Suggestion:-** Allocate more budget/spend on Welingak Website for increased visibility and lead attraction.
* Lead Source\_Reference
* **Suggestion:-** Encourage and provide incentives for references that convert to leads.
* Current\_occupation\_Working Professional
* **Suggestion:-** Develop tailored messaging and engagement strategies for working professionals.

# X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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.

To make lead conversion more aggressive during the internhiring period, a suggested strategy includes:-

* Focus on leads with high potential:- Prioritize leads from sources with high coefficients.
* Leverage effective communication channels:- Prioritize calling leads who have interacted through SMS and opened emails.
* Maximize website engagement:- Give attention to leads who have spent a significant time on the website.
* Maintain a multichannel approach:- Follow up with leads who have interacted through various channels.

# 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.**

To minimize the rate of useless phone calls when the sales target is achieved early, the sales team can employ the following strategy:-

* Focus on lead nurturing activities:- Utilize personalized emails, SMS, and targeted newsletters.
* Automated communication:- Send automated SMS to customers with a high likelihood of conversion.
* Collaboration and feedback:- Collaborate with various teams to finetune the model and gather feedback.
* Incentives and discounts:- Develop strategies for providing discounts or incentives to encourage customer action.
* Build relationships:- Focus on building relationships through alternative communication channels like email, social media, or chatbots.
* Continuous optimization:- Gather feedback from existing customers to enhance lead quality and optimize the conversion rate.

# These strategies aim to maintain flexibility without revealing specific numerical data.