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

Asymmetrique Activity Score, SMS Sent, and Welingak Website emerge as the dynamic leaders in our model, wielding the greatest influence in steering leads towards conversion. These top three variables are the game-changers that can significantly enhance your lead conversion success.

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?**

Unlocking the Path to Conversion Excellence: Tags\_Lost to EINS, Tags\_Closed by Horizzon, and Tags\_Will revert after reading the email stand out as the triumphant trio, holding the key to heightened conversion probabilities. Engage with these top three categorical/dummy to unlock unparalleled success in your lead conversion journey!

1. **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.**

Maximize your focus on leads tagged as "Lost to EINS," "Closed by Horizzon," and "Will revert after reading the email," as these exhibit the highest positive coefficients, signaling a strong likelihood of conversion. Additionally, prioritize engagement with leads from the "Welingak Website" and those showing higher "Asymmetrique Activity Score," both indicating significant potential for successful conversions.

1. **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.**

During periods when the company has already achieved its quarterly sales target ahead of schedule, and the focus shifts to minimizing unnecessary phone calls, the sales team can employ the following strategy:

**Lead Scoring Adjustment:** Temporarily adjust lead scoring criteria to emphasize leads with a higher probability of conversion without phone calls.

**Email Campaigns,Content Marketing,Social Media Engagement,Referral ProgramsBy strategically implementing these measures, the sales team can continue to make productive contributions to the company's goals while minimizing the rate of unnecessary phone calls during periods of exceeding sales targets.**