

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

ANSWERS:

1)

The top three variables in the model contributing most to the probability of a lead getting converted are:

1. **Total Time Spent on Website**
Leads who spend more time on the website have higher odds of converting.
2. **Current Occupation (Working Professional)**
Working professionals exhibit a higher probability of successful conversion.
3. **Lead Origin (Other)**
Leads originating from sources classified as "Other" have a higher success rate of conversion.

2)

The top 3 categorical/dummy variables that should be focused on to increase the probability of lead conversion are:

1. **Lead Origin (Other)**
Leads originating from the "Other" category have a high success rate.
2. **Current Occupation (Working Professional)**
Working professionals show significantly higher odds of successful conversion.
3. **Lead Source (Olark Chat)**
Leads coming from the "Olark Chat" category are likely to convert at a higher rate

3)

To maximize conversions during the 2-month internship period:

1. **Lower the Probability Cutoff:** Reduce it to 0.2–0.3 to classify more leads as potential converters, increasing sensitivity.
2. **Prioritize Hot Leads:** Focus on leads with high Lead Scores (>70), followed by medium scores (50–70).
3. **Assign Tasks Strategically:** Allocate leads to interns, assign dedicated SPOCs, and track daily progress.
4. **Optimize Communication:** Use phone calls, personalized emails, and instant messaging for follow-ups.
5. **Customize Offers:** Provide limited-time discounts, flexible payments, and highlight unique course benefits.

4)

To minimize unnecessary phone calls when targets are met:

1. **Increase the Probability Cutoff:** Raise it to 0.5–0.7 to classify only highly probable leads as converters, reducing false positives.
2. **Focus on Hot Leads Only:** Prioritize leads with the highest Lead Scores (>80) and avoid engaging with medium or cold leads.
3. **Shift to Digital Communication:** Use emails or automated messages for low-priority leads instead of phone calls.
4. **Analyze Lead Data:** Assign the sales team to review past lead performance or work on improving lead-scoring models.
5. **Reassign Tasks:** Engage the team in training, competitor research, or developing marketing strategies for future campaigns.