

# Business Questions

Q1 - Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

A1 - Key Factors Influencing Lead Conversion

1. Time on Site: Leads who spend more time exploring our website are more likely to be engaged and interested in our offerings.
2. Multiple Visits: Repeated interactions suggest a higher level of interest and consideration.
3. Lead Source: Understanding the channel through which leads enter the funnel helps tailor marketing efforts and optimize resource allocation.

Q2 - 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?

A2 - The top 3 categorical/dummy variables in the model is :-

1. Lead Origin: Leads generated through the Lead Add Form and Olark Chat demonstrate a higher propensity to convert.
2. Last Activity: Recent phone conversations with sales representatives are strongly correlated with conversion.
3. Other Categorical Variables: While these three variables are particularly influential, further analysis of other categorical factors in the dataset may reveal additional insights into lead conversion patterns.

Q3 - 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.

#### A3 - Maximizing Lead Conversion During Internship

1. **Leverage Model:** Prioritize high-probability leads.
2. **Targeted Outreach:** Personalize messages and schedule calls strategically.
3. **Efficient Follow-Up:** Build relationships and highlight value.
4. **Internship Integration:** Involve interns and track performance.
5. **Continuous Improvement:** Analyze data and gather feedback.

Q4 - 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.

#### A4 - Optimizing Outreach During Target Achievement

1. **Focus on High-Value Leads:** Prioritize conversion potential.
2. **Data-Driven Approach:** Use analytics to identify high-value leads and tailor messages.
3. **Efficient Follow-Up:** Build relationships and highlight value.
4. **Explore New Opportunities:** Research new markets and test new approaches.

