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 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 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.

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 my model which contribute most towards the probability of a lead getting converted are **Total Visits, Total Time Spent on Website, Lead Activity.**
2) The top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion **Leadactivity(SMS Sent) , Leadsource(Olark Chat), Do Not Email_yes**
3) **Prioritize High-Potential Leads:**

   Focus on leads with high engagement indicators. Use the variables such as 'TotalVisits', 'Total Time Spent on Website', and 'Leadactivity(SMS Sent)' to identify high-potential leads. These leads are more likely to convert due to their higher interaction with the website and received communications.

   Implement a Multi-Touch Approach:

   - Use a combination of emails, SMS, and phone calls to reach out to potential leads. For leads marked 'Do Not Email_yes', prioritize phone calls and SMS.
   - Ensure follow-up sequences are personalized and track responses to refine strategies in real-time.

4) **Refine Lead Scoring:**

   Use this period to analyze past lead conversion data to refine the lead scoring model.

   Identify patterns in successful conversions and adjust the model to improve accuracy.

   Market Research and Analysis:

   Conduct market research to identify new potential market segments and opportunities.

   Analyze competitor strategies and market trends to refine future sales approaches.