Subjective Questions

1. Top Three Variables Contributing Most to Lead Conversion
2. Total Visits
   * Leads with frequent visits indicate strong interest.
   * Positive correlation with conversion probability.
   * Sales teams should prioritize leads with multiple interactions.
3. Total Time Spent on Website
   * Strong engagement indicator.
   * More time reflects serious interest in course content.
   * Higher lead quality and conversion likelihood.
4. Lead Source
   * Critical for understanding lead origin quality.
   * Sources like Referrals and Welingak Website yield better conversions.
   * Marketing budget should favor high-performing sources.
5. Top 3 Categorical/Dummy Variables to Focus On
6. Lead Origin - Lead Add Form
   * Self-initiated interest, high conversion tendency.
7. Lead Source - Olark Chat
   * Indicates active engagement; leads are closer to decision-making.
8. Last Activity - Had a Phone Conversation
   * Reflects warm leads with prior engagement.
   * Likely to require minimal persuasion to convert.
9. Strategy During Aggressive Conversion Period (Intern Hiring)
   * Lower lead score threshold (e.g., 0.3-0.4).
   * Assign interns leads with scores >60 for follow-up.
   * Multi-channel communication: SMS, WhatsApp, phone, email.
   * Offer limited-time benefits or discounts to drive urgency.
   * Train interns to empathize with and guide leads based on their goals.
10. Strategy During Low-Intensity Period (Target Achieved)
    * Raise lead score threshold to 0.75+.
    * Avoid outreach to unemployed individuals and students.
    * Use passive communication (drip emails/SMS) instead of calls.
    * Prioritize only high-engagement, high-probability leads.
    * Reallocate sales team bandwidth to strategic projects or upskilling.