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

Ans:
- Total Visits:
   - Higher the total number of visits to our website, higher the probability of the lead getting converted into a customer

- Total Time Spent on Website:
  - More the time spent on our website, higher the probability of the lead getting converted into a customer
  - The sales team should target such leads

- Lead Source:
  - Understanding this will help us advertise on the source which will help attract more leads.

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?

Ans:
- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- Last Activity_Had a Phone Conversation

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.

Ans:
- Prioritize High-Potentials: Focus on leads predicted most likely to convert (Time spent on site, total visits, leads reference, etc.) using scoring models or engagement data.
- Multi-Channel Outreach: Combine phone calls with personalized emails, messages, and social media to increase contact success rates.
- Empower Interns: Provide a ready model, clear scripts, objection handling training, and dedicated mentorship to boost confidence and effectiveness.
- Data-Driven Optimization: Track metrics, analyze calls, and adjust strategies based on performance to maximize conversion rates.

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.

Ans:

- Shift to Inbound Focus: Encourage inquiries through webinars, content marketing, and social media engagement. Prioritize leads who proactively reach out through these channels.
- Nurture Existing Relationships: Utilize the extra time to strengthen bonds with current clients through loyalty programs, personalized outreach, and account expansion opportunities.
- Invest in Upskilling: Train and educate the sales team on new skills like market research, competitor analysis, or product development to prepare for future campaigns.
- Data-Driven Lead Nurturing: Analyze conversion funnels and identify segments needing further nurturing.Develop targeted email