

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

1. **Top Three Variables Contributing Most to Lead Conversion:**

- **Total Time Spent on Website:** Higher engagement indicates strong interest.
- **Lead Source:** Some lead sources (Google, Direct Traffic, Referral) perform better.
- **Last Activity:** Engagement activities like Email Opened, Page Visited, or Form Submitted indicate higher conversion probability.

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?

2. **Top Three Categorical/Dummy Variables to Focus on for Higher Conversions:**

- **Lead Source - Organic Search / Referral:** These sources have higher conversion rates.
- **Last Activity - Email Opened / Call Received:** Leads engaging through emails or calls are more likely to convert.
- **Specialization - Working Professionals / Management Studies:** Certain educational backgrounds indicate a higher conversion likelihood.

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.

3. When you have interns and want to go all-in on conversions:

- **Cast a Wide Net:** Don't be too picky—lower the prediction threshold to around 0.3. This means you'll treat more leads as potential buyers, even if they're just slightly interested. More calls = More chances.
- **Go After the Most Interested First:** Start with leads who've shown a lot of interest—like visiting your site multiple times or opening your emails. These "hot leads" are closer to buying, so they should be the first calls made.
- **Mix Up Your Approach:** Don't just call. Use follow-up emails, messages, or even social media reminders to stay on their radar. Different people respond to different communication methods.
- **Work Smart, Not Hard:** Have interns focus on the hottest leads first (like those scoring above 70). This ensures their time is spent on people most likely to buy.

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.

4. **Strategy for Minimizing Useless Calls When the Target is Achieved:**

- **Increase the Probability Threshold** to 0.7-0.8 to contact only highly likely leads.
- **Filter by Engagement Score:** Prioritize leads who have interacted more frequently (multiple emails opened, multiple page visits).
- **Automate Email Follow-ups Instead of Calls** for less-engaged leads to maintain communication without wasting sales efforts.