Assignment Subjective Questions and Answers

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

- **Lead Source - Welingak Website**: Leads coming from the Welingak Website have the highest positive impact on conversion.
- **Lead Source - Reference**: Referral leads show a strong likelihood of converting into paying customers.
- **Last Activity - Email Bounced**: Leads with bounced emails are much less likely to convert, making this an important negative predictor.

2. What are the top 3 categorical/dummy variables in the model which should be focused on the most to increase the probability of lead conversion?

- **Lead Source**: Prioritize marketing efforts on sources like Welingak Website and Referrals as they have higher conversion rates.
- **Last Activity**: Ensure follow-ups on leads who have engaged via emails, calls, or chats instead of those with bounced emails.
- **Specialization**: Certain specializations, like IT and Finance, have higher conversion rates. Customizing marketing for these audiences can improve conversions.

3. Strategy for Aggressive Lead Conversion (Intern Hiring Phase)

- **Focus on Hot Leads**: Use the lead scoring model to prioritize leads with the highest scores (>70).
- **Increase Call Frequency**: Assign interns to follow up persistently with high-scoring leads.
- **Multi-Channel Engagement**: Use emails, calls, and targeted social media ads for high-scoring leads.
- **Offer Limited-Time Discounts**: Provide special offers to create urgency and improve conversion rates.

4. Strategy for Minimizing Useless Calls (Target Already Achieved)

- **Only Call Highly Engaged Leads**: Focus on those who have actively engaged with emails or the website.
- **Use Email & SMS First**: Instead of calling all leads, first reach out via email and SMS and only follow up on responses.
- **Lower Threshold for Lead Score**: Adjust the threshold for 'Hot Leads' to ensure only the best-qualified leads receive calls.
- **Analyze Past Data**: Use historical conversion trends to refine targeting further.