

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

The three variables that contribute most towards the probability of a lead getting converted are:

- A. Tags_Closed by Horizzon
- B. Tags_Lost to EINS
- C. Tags_Will revert after reading the email

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?

The three categorical/dummy variables that we should focus are the ones with the higher coefficient, which are:

- A. Tags_Closed by Horizzon
- B. Tags_Lost to EINS
- C. Tags_Will revert after reading the email

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.

During the period when X Education has additional interns, they can enhance lead conversion by prioritizing high-probability leads as identified by their model, training interns on effective communication and CRM tools, and focusing on personalized calls during optimal times. Additionally, leveraging targeted strategies for leads tagged with high-conversion potential like "Closed by Horizzon" or "Will revert after reading the email" can increase efficiency. Monitoring outcomes in real-time and adjusting strategies promptly will also help maximize the effectiveness of the sales team during this period.

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.

When X Education meets its sales targets early and wants to minimize unnecessary phone calls, they should focus on refining lead scoring to identify only the most promising leads for phone contact, increase reliance on digital communication methods like emails and SMS, and use automated systems for initial engagements. Monitoring interactions through CRM tools and analyzing data to continually optimize communication strategies will help reduce unnecessary calls while maintaining effective lead management.