

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

- The larger the magnitude of the coefficient, the more impact that variable has on the predicted probability. Looking at the provided coefficients, the top three variables with the largest coefficients are:
- Total Time Spent on Website : Coefficient = 4.5539  
This variable has a large positive coefficient, suggesting a significant positive impact on the log-odds of conversion.
- Totalvisits : Coefficient = 4.7586  
This variable also has the highest positive coefficient, indicating a substantial positive impact on the log-odds of conversion.
- Lead Origin\_lead add form : Coefficient = 2.6860  
Similar to the second variable, this variable has a large positive coefficient, indicating a significant positive impact on the log-odds of conversion.
- These three variables, based on their coefficients, contribute the most towards the probability of a lead getting converted according to your logistic regression model. Keep in mind that these interpretations are based on the assumption that the variables are relevant and the model assumptions are met.

**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?**

- In logistic regression with categorical/dummy variables, the importance of a variable is often assessed based on the magnitude of its coefficient. Larger coefficients indicate a greater impact on the log-odds of the outcome (lead conversion in this case). Let's identify the top three categorical/dummy variables with the largest coefficients:
- Totalvisits : Coefficient = 4.7586
- This variable has the highest positive coefficient among the categorical/dummy variables, suggesting a substantial positive impact on the log-odds of conversion. Focusing on leads with this tag may increase the probability of conversion.
- Lead Origin\_lead add form : Coefficient = 2.6860
- Similar to the previous variable, this variable has a large positive coefficient, indicating a significant positive impact on the log-odds of conversion. Paying attention to leads with this tag may increase the probability of conversion.
- Totalvisits : Coefficient = 4.7586
- While not a dummy variable in the traditional sense, this variable represents different categories or states within the "Tags" feature. It has a large positive coefficient, suggesting a significant positive impact on the log-odds of conversion. Focusing on leads with this tag is important for increasing the probability of conversion.
- These three variables are crucial for understanding and potentially influencing the probability of lead conversion. However, it's essential to consider the context and domain knowledge when interpreting these results. Additionally, other factors

such as practicality, cost, and ethical considerations should be taken into account when deciding on strategies to improve lead conversion.

**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.**

- Here's a recommended approach to increase lead conversion during the particular time that X Education is hiring interns and the sales team has extra resources (10 interns).:
- **Concentrate on High Probability Leads:** To find leads with high projected conversion probabilities, apply the logistic regression model. Prioritise leads that the model predicts will have a high probability of conversion (those predicted as 1) since you want to be aggressive during this time.
- **Model Prediction-Based Segmentation:** Based on the leads' expected probabilities, segment the leads. As an illustration, your segments may be titled "High Probability," "Medium Probability," and "Low Probability." Concentrate your conversion efforts primarily on the "High Probability" segment.
- **Prioritise Phone Calls:** As calling prospective leads is the main objective, give this communication channel top priority for the high probability segment. Give your interns instructions on how to contact these leads by making targeted, individualised phone calls
- **Customised Messaging:** During phone conversations, adjust the message according to the data found in the top predictive variables of the model. For example, highlight certain aspects during the calls if the model identifies certain tags, such as "Will revert after reading the email," as strong predictors of conversion.
- **Fast Follow-Ups:** Make sure the interns get in touch with the leads as soon as possible. Conversion rates can be greatly impacted by a timely response..
- **Training for Interns:** Give interns thorough instruction on the product or service, typical customer questions, how to handle objections, and efficient communication techniques. Lead conversion rates are higher for a team that is well-prepared.
- **Feedback Loop:** Create a feedback loop where interns can share their observations about what the customers say and what they object to. Make constant improvements to the conversion strategy using the information provided.
- **Monitoring and Evaluation:** Keep a close eye on the interns' performance and assess the strategy's effectiveness on a regular basis. Based on the results, modify the strategy and make ongoing advancements..

- **Reward Performance:** Provide rewards to the interns in accordance with their conversion rates. This may inspire them to work harder and produce greater conversion rates.
- **Cooperation with Marketing:** Work together with the marketing group to guarantee that the messaging is consistent throughout all media, giving prospective leads an uninterrupted experience.
- Keep in mind that maintaining equilibrium is essential when pursuing aggressive lead conversion strategies to prevent unfavourable effects on the brand or customer experience. Evaluate the strategy's efficacy on a regular basis and be prepared to make adjustments in response to the results.

**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.**

- The emphasis should move to a more strategic and effective use of the sales team's time during a time when the company has already met its quarterly targets and wishes to reduce the rate of pointless phone calls. This is a recommended approach:
- **Data Refinement and Analysis:** Take advantage of this opportunity to thoroughly examine previous leads and conversion trends. To determine the critical elements that lead to successful conversions, improve the current models or create new ones. This could entail improving already-existing features or investigating new ones.
- **Lead Segmentation and Scoring:** Develop or improve lead scoring systems. Sort leads into groups according to how likely they are to convert later on. This aids in focusing efforts on leads that have a higher chance of converting when the business picks back up its aggressive conversion strategy.
- **Creating Strategic Content:** Create strategic content that is targeted and useful for upcoming marketing initiatives. This can entail drafting fresh email templates, improving the content of websites, or getting materials ready for upcoming outreach.
- **Market research:** Find out about emerging trends, client demands, and prospective growth areas by conducting market research.
- **Competition Analysis:** Examine the actions of competitors to find areas in which the business can stand out from the crowd or obtain an edge. This is information that will be useful when the business starts to take more aggressive action again.
- **Training and Skill Development:** Make an investment in the ongoing education of the sales force. Provide training courses on topics like product knowledge, handling objections, and negotiating to help them improve their abilities.
- **Analysis of Customer Feedback:** Examine reviews and comments from customers. Determine recurring issues or recommendations and plan how to properly address them in subsequent conversations.

- **Cross-Functional Cooperation:** Promote cooperation between the marketing, product development, and customer support departments and the sales team. This may result in better alignment throughout the company and a more comprehensive grasp of the needs of the consumer.
- **CRM System Optimisation:** Enhance the system for managing customer relationships (CRM). Make sure it gathers pertinent data about prospects and clients so that future decision-making can be made with greater knowledge.
- **Networking and Relationship Building:** Motivate the sales force to expand upon and fortify their bonds with current customers. Upselling opportunities and greater client loyalty may result from this.
- **Review and Update Sales Processes:** Determine areas for improvement by assessing the effectiveness of the present sales processes. When the business returns to its more aggressive strategy, streamline procedures to increase productivity.
- **By concentrating on these strategic initiatives when meeting quarterly goals,** the business can make sure that the sales team's efforts are going towards things that will positively and sustainably affect conversions in the future.