

Subjective Questions and Their Answers

****1. Top Three Contributing Variables to Conversion Probability:****

The most impactful variables on lead conversion probability based on coefficient values are:

- a) Total Time Spent on Website: Positive coefficient indicates higher time on the site leads to higher conversion chances.
- b) Lead Source_Welingak Website: Positive coefficient indicates this source is effective for conversions.
- c) What is your current occupation_Working Professional: Positive coefficient suggests higher conversion chances for working professionals.

****2. Top Categorical Variables to Increase Conversion Probability:****

Key categorical variables with high coefficients to focus on for increased conversion probability are:

- a) What_is_your_current_occupation_Working_Professional: Positive coefficient implies higher conversion chances for this category.
- b) Last_Activity_SMS Sent: Positive coefficient suggests that sending SMS messages positively impacts conversion.
- c) Last_Activity_Email_Link_Clicked: Positive coefficient indicates clicking on email links enhances conversion probability.

****3. Strategy for Aggressive Lead Conversion During Intern Hiring Period:****

To maximize lead conversion during intern hiring period:

- a) Prioritize High Probability Leads.
- b) Adjust Probability Cutoff.
- c) Create Segmented Lists.
- d) Implement Follow-Up Strategy.
- e) Personalized Communication.
- f) Dynamic Call Script.
- g) Team Training.
- h) Real-time Lead Monitoring.
- i) A/B Testing.
- j) Continuous Feedback Loop.

****4. Strategy for Minimizing Useless Phone Calls After Reaching Target Early:****

To minimize useless phone calls after reaching target early:

- a) Lead Scoring and Segmentation.
- b) Refine Lead Qualification Criteria.
- c) Data-driven Decision-making.
- d) Automated Lead Nurturing.
- e) Personalized Email Campaigns.
- f) Opt-in Communication.
- g) Lead Behavior Tracking.
- h) Prioritize Warm Leads.

- i) Dynamic Lead Scoring.
- j) Data Analysis and Feedback.

Feel free to use these condensed versions of the provided paragraphs. If you need further assistance or any adjustments, please let me know.