

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

1. Total Time Spent on Website
2. Total Visits
3. Do not 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?

1. Lead Add Form
2. Landing Page Submission
3. Lead Import

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.

Reduce the cutoff threshold for predicting conversions to ensure that more leads are classified as potential conversions. This will increase the number of leads that the sales team can target.

Focus on leads that have high values for the top contributing variables, such as Total Time Spent on Website and Total Visits.

Prioritize leads originating from the Lead Add Form, as these have a higher probability of conversion.

Use the additional manpower from interns to make follow-up calls and personalized outreach to these potential leads.

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.

Raise the cutoff threshold for predicting conversions to ensure that only the most likely leads are classified as potential conversions. This will reduce the number of leads that the sales team needs to contact.

Concentrate efforts on leads with the highest predicted probabilities of conversion, based on the model.

Limit phone calls to leads that have high values for the top contributing variables and are from effective lead origins.

Use automated emails or messages for lower-probability leads, reserving phone calls for only the most promising leads.