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

The top three variables contributing most towards the probability of lead conversion can be determined from the **coefficients of the logistic regression model**. These are:

1. **Total Time Spent on Website**:

    o This variable shows the highest positive correlation with conversion. Leads spending more time on the website are highly likely to convert.

2. **Lead Source_Welingak Website**:

    o Leads coming from the Welingak website are more engaged and show a higher conversion probability.

3. **Last Activity_SMS Sent**:

    o Leads whose last activity was an SMS sent have a high likelihood of converting, indicating active communication improves engagement.

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

The top three categorical variables (dummy variables) that have the most significant impact on the model's outcome are:

1. **Lead Source_Welingak Website**:

    o Focus on leads from this source as they have high conversion potential.

2. **Last Activity_SMS Sent**:

    o Engage leads through SMS communication as it correlates strongly with conversion.

3. **Specialization_Management**:

    o Leads with a specialization in management are more likely to convert, indicating targeted campaigns for this group will be effective.

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3. Aggressive Lead Conversion Strategy During Internship Period

During the 2-month internship period, when the goal is to maximize conversions among potential leads, the following strategy can be employed:

1. **Prioritize Hot Leads**:

    o   Use the **lead scores** generated by the model and focus on leads with scores **above 80**.

    o   These leads have the highest likelihood of conversion.

2. **Immediate Follow-ups**:

    o   Implement an **SMS and phone call strategy** where interns make follow-up calls or send SMS reminders to high-scoring leads as soon as they engage with the platform.

3. **Daily Lead Tracking**:

    o   Monitor lead scores daily and allocate tasks dynamically to interns based on the highest-scoring leads.

4. **Segment-Based Engagement**:

    o   Prioritize leads from top-performing categories such as:

        ▪   **Lead Source_Welingak Website**

        ▪   **Last Activity_SMS Sent**

        ▪   **Specialization_Management**

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4. Minimizing Unnecessary Calls When Targets Are Met

When the company reaches its quarterly targets early and wants to minimize unnecessary calls, the following strategy can be adopted:

1. **Focus on Extremely High-Scoring Leads**:

    o   Limit phone calls to leads with a **lead score > 90**. These leads have an extremely high probability of conversion and justify further engagement.

2. **Utilize Digital Communication**:

    o   Instead of phone calls, use cost-effective and less intrusive methods such as **automated SMS or emails** for leads with scores between 70–90.

3. **Skip Low-Scoring Leads**:

    o   Leads with scores below **70** should be temporarily deprioritized unless they show new engagement (e.g., visiting the website again).

4. **Reallocate Resources**:

- During this period, the sales team can focus on other strategic initiatives like:

    - Lead nurturing campaigns for future conversions.

    - Analysis and feedback to improve the lead scoring model further.

Summary:

- **Top Variables**: Focus on "Total Time Spent on Website," "Lead Source," and "Last Activity."

- **Aggressive Phase**: Prioritize hot leads and engage immediately.

- **Post-Target Phase**: Minimize calls by focusing on extremely high-scoring leads and using non-intrusive methods.