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

* Among the variables in my model, ***Tags\_Closed by Horizon***, ***Tags\_Lost to EINS***, and ***Tags\_Will revert after reading the email*** are the most influential in determining the probability of lead conversion. These variables play a crucial role in predicting whether a lead will successfully convert into a customer.

# 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?

* ***Tags***, ***Lead Source*** and ***Lead Origin*** 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 most important categorical/dummy variables in the model, which should be given the highest priority to increase the probability of lead conversion, are Tags, Lead Source, and Lead Origin.
* The variable "Tags" provides valuable information about the status and characteristics of leads. By analyzing the different tags associated with leads, such as "Closed by Horizon," "Lost to EINS," or "Will revert after reading the email," the company can gain insights into the potential conversion likelihood of each lead. It allows for targeted strategies and tailored approaches based on the specific tag a lead possesses.
* "Lead Source" refers to the origin of the lead, indicating how the lead was generated or acquired. By focusing on the lead sources that have shown higher conversion rates in the past, such as Google, Direct Traffic, or Referrals, the company can allocate resources and efforts towards these channels to maximize the probability of lead conversion.
* Similarly, "Lead Origin" provides insights into the original source or channel through which the lead entered the company's system. By analyzing the effectiveness of different lead origins, such as "Online Forms," "Landing Page Submission," or "Lead Add Form," the company can identify the most fruitful channels and optimize its lead conversion strategies accordingly.

# 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 two-month internship period at X Education, where around 10 interns are assigned to the sales team, the company aims to enhance lead conversion by implementing an aggressive approach. Their objective is to convert almost all potential leads, as predicted by the model, and they plan to achieve this by making phone calls to as many of these leads as possible.

To effectively implement this strategy, the following steps should be considered:

* + Ensure Relevant and High-Quality Data: Provide the interns with accurate and up-to-date data that is relevant to their target audience. This will maximize their chances of successfully converting leads.
  + Improve User Interface: Based on data analysis, customers who spend more time on the website are more likely to convert. Hiring someone to enhance the user-friendliness of the website's interface, such as integrating chatbot features and providing comprehensive information, can encourage visitors to engage more and increase conversion rates.
  + Focus on Lucrative Ad Domains: Allocate marketing budgets towards lucrative advertising domains, with Google being identified as the primary lead generator. By investing in these platforms, the company can reach a wider audience and attract more potential leads.
  + Emphasize Lead Follow-up: The interns need to prioritize and consistently follow up with hot leads. Effective and timely follow-up is crucial in nurturing leads and increasing the likelihood of conversion. Regular communication, personalized interactions, and addressing any queries or concerns can significantly improve conversion rates.

# 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.

* **In this case where the target is already achieved, the following can be done:**
  + Strengthen Customer Relationships: With the target already achieved, the sales team can shift their focus towards building better relationships with the already converted leads. By engaging with these customers, providing exceptional support, and addressing any concerns, the company can foster loyalty and increase customer satisfaction.
  + Introduce Referral Bonus: Encouraging satisfied customers to refer their friends and acquaintances to join the platform can be an effective way to generate new leads without relying heavily on phone calls. Introducing a referral bonus program, where existing customers receive incentives for successful referrals, can incentivize them to actively promote the company's offerings to their networks.

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Asking already converted leads to take a higher degree course with added benefits and discounts, once they finish the current course.

Sending relevant free webinar links about career consultation and available courses to the leads which couldn’t make up their mind or are confused. This could bring more clarity to them and that can have a higher chance of conversion.