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

* **Tags\_Lost to EINS**
* **Tags\_Closed by Horizzon**
* **Lead Source\_Welingak Website**

1. 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?

* **Lead Source\_Reference**
* **Lead Source\_Welingak Website**
* **Lead Source\_Google**

1. 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.

* **Prioritize High Probability Leads**: Use the predictive model to identify leads with the highest probability of conversion.
* **Personalized Communication**: Use the information from the model’s variables to personalize communication with each lead. For example, if a lead came from the Welingak Website, mention that in the call.
* **Leverage Interns for Initial Contact**: Use the interns to make the initial contact with leads, identify their needs and concerns, and schedule follow-up calls or meetings with experienced sales team members.
* **Training and Scripting**: Ensure that the interns are well-trained and have a script or talking points based on the predictive model’s variables. This will help them handle calls more effectively.

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.

* **Focus on High-Value Leads**: Use the predictive model to identify leads with the highest probability of conversion. These leads should be the focus of any necessary phone calls.
* **Leverage Email Communication**: Prioritize email communication over phone calls. Monitor their engagement with the emails (like opens and clicks) to identify when a phone call might be necessary.
* **Self-Service Options**: Provide leads with self-service options, such as a comprehensive FAQ page, chatbots, or a resource-rich website. This can help address their queries without needing a phone call.
* **Data Analysis**: Use this time to analyse the data collected from the sales process to identify trends, challenges, and opportunities for improvement.