

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
  - a. Following are the top 3 variables that contribute towards probability of lead getting converted:
    - 1) What is your current occupation
    - 2) Lead Origin
    - 3) Lead Source
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?
  - a. The following variables have high coefficients and hence contribute towards the outcome of the model.
    1. What is your current occupation\_Working Professional
    2. Lead Origin\_Lead Add Form
    3. Lead Source\_Welingak Website
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.

Given that over the next two months, X Education will have additional manpower beyond the regular sales team. This extra capacity presents a great opportunity to enhance lead conversion. To make the most of this, we recommend the following approach:

1. **Hands-On Training for Interns:** Organize a one-day training session led by the Head of Sales. This training should cover the lead conversion process, address common challenges, and provide a document outlining effective conversion strategies and success factors. The goal is to equip interns with practical knowledge and tools to handle queries and improve conversion rates.
2. **Expanded Lead List:** With the increased manpower, consider including leads with a lower than usual conversion probability in the calling list. For example, if the typical cutoff is at 100%, include leads with an 85% or 90% likelihood of conversion. This approach, combined with special offers, can create a sense of urgency and increase engagement.
3. **Special Promotions:** Implement a special discount, giveaways, or additional incentives to provide extra value to customers. This can help attract attention and encourage conversions.
4. **Incentive Program for Interns:** Introduce a performance-based incentive program for interns. Offer rewards for achieving or surpassing agreed-upon conversion targets to motivate and drive results.
5. **Leaderboard Challenge:** Create a leaderboard challenge with an incentive that only the top performers will receive full-time positions and a structured pay scale. This will foster healthy competition and focus on achieving high performance.

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.

To optimize X Education's workforce and reduce focus on unproductive phone calls, we can implement the following strategies:

1. **Refine Lead Selection:** Adjust the criteria for classifying leads as convertible. Increase the cutoff percentage for the model from the regular 80% to 85-90%, targeting only those leads with a higher likelihood of conversion. Incorporate feedback from interns to further fine-tune the model for improved accuracy.
2. **Lead Profiling:** Quickly assess lead potential based on the number of call attempts and seasonal response patterns. This will help in identifying leads that are more likely to convert and focusing efforts on those with higher conversion probability.