

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

Ans. the variables with the highest absolute coefficients contribute the most towards the probability of a lead getting converted. These are the top three variables:

1. Tags_Will revert after reading the email: This variable has a coefficient of approximately 4.6945. Leads with this tag are highly likely to respond positively after reading the email, indicating a higher probability of conversion.
2. Tags_Closed by Horizzon: The coefficient for this variable is around 6.5648. Leads with this tag are more likely to be at an advanced stage in the sales funnel, resulting in a higher chance of conversion.
3. Last Notable Activity_SMS Sent: This variable has a coefficient of about 2.4161. Leads who were sent an SMS as their last notable activity show a higher probability of conversion, suggesting that personalized communication is impactful.

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?

Ans. Among the categorical/dummy variables, the top three that significantly influence lead conversion are:

1. Lead Source_Welingak Website: Leads coming from the Welingak website have a coefficient of approximately 4.5734. Focusing on leads from this source can potentially increase the conversion rate.
2. Tags_Lost to EINS: The coefficient for this tag is around 5.7767. Leads with this tag could be close to converting but lost to a competitor (EINS). Targeting such leads may increase the chances of conversion.
3. Tags_Ringing: This variable has a coefficient of about -3.4511. Leads with this tag have a higher chance of not converting. Addressing and engaging with such leads through personalized strategies may improve their conversion likelihood.

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.

Ans.

1. **Prioritize Potential Leads:** Focus on leads that have been predicted as 1 (high probability of conversion) by the model. These leads are more likely to convert, so allocate the majority of the phone call efforts to them.
 2. **Automate Outreach:** Utilize automated communication tools like email templates, personalized SMS, and chatbots to reach out to potential leads efficiently. Automation can save time and reach a larger audience during this high-pressure phase.
 3. **Sales Team Training:** Train the interns to handle customer queries effectively, showcase the company's strengths, and address potential concerns. A well-trained sales team can positively impact lead conversion rates.
 4. **Quick Follow-ups:** Ensure that the sales team follows up promptly with potential leads who have shown interest. Quick responses demonstrate attentiveness and increase the likelihood of conversion.
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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.

Ans. When the company reaches its targets for a quarter and wants to minimize the rate of useless phone calls, the sales team can adopt the following strategy:

1. **Focus on Qualified Leads:** Prioritize leads that have a higher probability of conversion based on the model's predictions. Concentrate on leads with a higher lead score or those who have engaged more with the company.
2. **Qualification Criteria:** Set specific qualification criteria for making phone calls. For example, the lead should have shown interest in a particular product or service before a call is made.
3. **Stay Engaged:** Although minimizing phone calls, it's essential to remain engaged through periodic updates and newsletters, keeping the company's brand and offerings fresh in potential leads' minds.