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

   The top 3 variables that contribute most towards the probability of a lead getting converted are:

   1. TotalVisits

   2. Total Time Spent on Website

   3. Lead Origin_Lead Add Form

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?**

   Top 3 categorical variables to be focussed:

   1. Lead Origin_Lead Add Form

   2. Lead Source_Olark Chat

   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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

To make lead conversion more aggressive during the two-month intern phase, X Education can adopt the following strategy:

1. Focus on High-Probability Leads:
   - Prioritize leads with the highest predicted probabilities of conversion (Conversion_Pred_Prob values close to 1).

- Segment these high-probability leads using thresholds (e.g., Conversion_Pred_Prob > 0.7) for better focus.

2. Increase Outreach Coverage:
   - Divide the high-probability leads among interns to maximize call coverage.
   - Ensure each intern is assigned a manageable number of leads, distributing calls evenly to avoid burnout.

3. Personalized Communication:
   - Use the model's most significant variables (e.g., key categorical variables or behaviors like website visits or form fills) to tailor conversations.
   - Equip interns with scripts emphasizing features or services that align with the lead's profile.

4. Track and Monitor Conversion Metrics:
   - Set daily or weekly targets for each intern based on past conversion trends.
   - Monitor performance in real-time using dashboards to identify bottlenecks or opportunities for improvement.

5. Incentivize Intern Performance:
   - Offer small incentives, such as recognition or bonuses, for achieving conversion targets to keep interns motivated.

6. Leverage Omni Channel Communication:
   - Combine phone calls with follow-up emails or WhatsApp messages summarizing the conversation.
   - Use automated reminders for unresponsive leads to improve re-engagement chances.

7. Feedback and Continuous Improvement:
   - Conduct regular feedback sessions with interns to understand challenges they face.
   - Use this input to refine the lead allocation process or improve scripts.

Implementation Workflow:

- Extract the high-probability leads from the predictive model.
- Assign each intern a proportionate share of the leads.
- Use a CRM tool to track progress, update lead statuses, and measure success rates.

This structured approach will ensure the interns contribute meaningfully during their tenure, boosting conversions 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.

When X Education reaches its quarterly target early, they can shift their focus to optimizing resources and minimizing unnecessary calls by employing the following strategy:

1. Set a High Conversion Threshold:
   - Adjust the model's probability threshold to a higher value (e.g., Conversion_Pred_Prob > 0.9) to only target leads with the highest likelihood of conversion.
   - This ensures the sales team focuses on leads most likely to convert, minimizing effort on lower-priority leads.
2. Prioritize Warm Leads:
   - Concentrate on leads that have shown recent engagement (e.g., opened emails, visited the website, downloaded resources).
   - Use behavioral data to refine the list of leads to call, avoiding cold or inactive ones.
3. Segment Based on Urgency:
   - Categorize leads into urgency levels:
   - High Urgency: Call only these leads (e.g., those in the final stages of the funnel).
   - Low Urgency: Postpone follow-ups until the next quarter or use non-intrusive methods (e.g., emails).
4. Leverage Non-Call Channels:
   - For leads with moderate probabilities, use email campaigns, SMS, or WhatsApp to maintain engagement without committing the sales team's time.
   - Automation tools can handle this efficiently.
5. Focus on Quality Over Quantity:
   - Revisit conversations with previous high-probability leads who didn't convert, identify gaps, and tailor future outreach strategies.
   - Use the downtime to refine call scripts and analyze past performance.
6. Upskill and Explore New Projects:
   - Allocate a portion of the team's time to upskilling activities (e.g., sales training, data analysis).
   - Begin exploratory work on new projects or process improvements, such as: Building lead-nurturing workflows and Identifying trends from historical sales data.
7. Use Predictive Metrics for Prioritization:

- Rely on the model's importance metrics to focus on variables that significantly affect conversion. For instance: Leads from specific geographies, or Leads expressing interest in premium offerings.
8. Feedback Loop for Model Improvement:
    - Use this time to review model performance, refine features, and incorporate new data to improve future predictions.

Implementation Workflow:

- Filter high-probability leads (≥ 0.9) and those with recent activity.
- Set daily or weekly outreach limits for critical leads only.
- Use downtime to refine CRM data, analyze trends, and upskill staff.

By focusing on leads that are most likely to convert and investing time in value-added activities, the company can balance short-term efficiency with long-term growth.