# Lead Conversion Analysis - Subjective Questions & Answers

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

The top three variables contributing to lead conversion probability are:  
- Total Time Spent on Website: Leads spending more time on the website tend to convert more.  
- Lead Source: Some lead sources like referrals and organic search have a higher conversion rate.  
- Last Activity: Activities like responding to emails or downloading brochures indicate strong interest.

## 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?

The top three categorical/dummy variables that should be focused on are:  
- Lead Source: Investing more in high-conversion lead sources (e.g., Google Search, referrals) can improve conversions.  
- Last Activity: Leads who interacted via email or engaged with content are more likely to convert.  
- Lead Origin: Leads coming from past referrals tend to have a higher likelihood of conversion.

## 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.

To maximize conversions during the intern hiring phase, X Education should:  
- Prioritize calling high-scoring leads first to increase efficiency.  
- Implement a follow-up system where interns send reminder emails after initial contact.  
- Offer limited-time discounts or personalized course recommendations to increase conversion likelihood.

## 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 reduce unnecessary calls when targets are met, X Education should:  
- Only contact leads with the highest conversion scores (e.g., top 10%).  
- Use email campaigns and SMS instead of calls to maintain engagement.  
- Shift sales team efforts towards analyzing trends and improving future lead qualification processes.