

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

**Ans:- 1. Top three variables contributing most to the probability of lead conversion:**

Based on the logistic regression model built, the top three numerical variables contributing most towards the probability of a lead getting converted are:

- a. **Total Time Spent on Website** – The more time a potential lead spends on the website, the higher the probability they will convert.
- b. **Total Visits** – A higher number of visits to the website correlates with a higher chance of conversion.
- c. **Page Views Per Visit** – Leads that view more pages per visit tend to have a higher probability of converting.

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:- Top three categorical/dummy variables to focus on for improving lead conversion:**

The top three categorical variables that should be focused on to increase the probability of lead conversion are:

- **Lead Source\_Reference** – Referrals from known sources lead to higher conversion rates.
  - **Lead Origin\_Lead Add Form** – Leads that come through the Lead Add Form tend to convert more often.
  - **Do Not Email\_Yes** – Although this is a restriction, paying attention to those leads who prefer not to receive emails is important, and alternative methods of contact should be prioritized.
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.

**Ans:-**

**Strategy for aggressive lead conversion during the intern phase:**

During the two months when X Education hires intern and aims to aggressively convert potential leads, they should focus on:

- **Targeting Leads with High Conversion Probabilities:** Use the model's predictions to focus phone calls on leads with a high conversion probability (close to 1). These leads should be called first and frequently by the interns.
- **Monitoring Engagement Metrics:** Prioritize leads with high website engagement metrics, such as those with high **Total Time Spent on Website** and **Total Visits**, as these are indicative of higher conversion potential.
- **Intensive Follow-Up:** Leads that have engaged multiple times but haven't converted yet should receive follow-up calls and emails to ensure a higher conversion rate .

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:-**

**Minimizing unnecessary phone calls after reaching the target:**

Once the sales target is reached, and the focus shifts to minimizing useless calls, the following strategy should be employed:

- **Tighten the Conversion Probability Threshold:** Adjust the threshold for making phone calls to only those leads with a very high probability of converting, reducing the number of calls to those less likely to convert.
- **Automate Responses to Lower Priority Leads:** For leads with low conversion probabilities, consider sending automated emails or SMS updates instead of phone calls, unless they show further engagement with the website or content.
- **Monitor Lead Activity:** Focus on reaching out only if there is new activity or engagement from a lead, such as additional website visits or new form submissions.

These strategies ensure efficient use of resources and minimize unnecessary effort when the company's sales targets are met.