

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

Ans:

- **Lead Origin - Lead Add Form (Coefficient: 3.7283):**  
Leads generated through the "Lead Add Form" play a major role in boosting conversion rates, with a coefficient of 3.7283.
  - **Last Notable Activity - Had a Phone Conversation (Coefficient: 3.4622):**  
Leads whose last notable activity involved a "Phone Conversation" are highly impactful on conversion, as indicated by a coefficient of 3.4622.
  - **Lead Source - Welingak Website (Coefficient: 1.9099):**  
The lead source being the "Welingak Website" is a significant contributor to conversion, with a coefficient of 1.9099.
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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?

Answer:

- **Lead Origin - Lead Add Form (Coefficient: 3.7283):**  
Leads that come from the "Lead Add Form" have a strong positive effect on conversion, as reflected by the coefficient of 3.7283.
  - **Last Notable Activity - Had a Phone Conversation (Coefficient: 3.4622):**  
Leads with a "Phone Conversation" as their most recent notable activity show a significant contribution to conversion, indicated by a coefficient of 3.4622.
  - **Lead Source - Welingak Website (Coefficient: 1.9099):**  
The lead source being the "Welingak Website" plays an important role in driving conversion, with a coefficient of 1.9099.
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**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.**

Answer:

- **Sensitivity as a Key Metric**  
In this context, sensitivity serves as a vital metric for assessing the model's ability to accurately predict actual conversions.

- **Definition of Sensitivity**

Sensitivity is calculated as the ratio of True Positives (accurately predicted conversions) to the sum of True Positives and False Negatives (actual conversions that were incorrectly classified). This formula gives a quantitative measure of how well the model identifies real conversions, and by adjusting the cutoff threshold for lead conversion probability, we can observe different sensitivity values.

### **Strategy for Maximizing Lead Conversions:**

1. **Set Low Prediction Threshold**

Establish a low threshold for predictions, which increases sensitivity.

2. **Intern-Focused Outreach**

Deploy a team of 10 interns to reach out via phone calls to leads predicted as '1' by the model.

3. **Specialized Training for Interns**

Provide interns with specialized training on effective communication and an understanding of the model's predictions.

4. **Immediate Follow-Ups**

Ensure quick follow-ups for leads identified as having high potential for conversion.

5. **Establish a Feedback Loop**

Implement a feedback loop that enables continuous refinement and improvement of outreach strategies.

6. **Incentive Programs**

Introduce short-term incentives to motivate interns based on successful conversions.

7. **Foster Collaboration**

Encourage teamwork between interns, marketing, and support departments to enhance lead conversion efforts.

8. **Continuous Monitoring and Adjustments**

Track the success of the outreach efforts in real-time, adjusting strategies as needed.

9. **Recognize Intern Performance**

Acknowledge and celebrate the contributions and successes of the interns to maintain morale and motivation.

10. **Leverage Last Notable Activity**

Prioritize leads that have had positive recent interactions, such as phone conversations or form submissions, to maximize engagement and conversion.

By following this approach, X Education can optimize lead conversions during the two-month internship period, taking advantage of both the model's predictions and the efforts of the intern team.

**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.**

Answer:

Occasionally, we reach our quarterly targets ahead of schedule, and that's when we encourage our exceptional sales team to shift their focus.

Rather than sticking to routine phone calls, we invite them to explore new possibilities, brainstorm innovative ideas, and engage in activities that bring a fresh perspective to their work.

This period offers our team the opportunity to dive into exciting projects, collaborate on forward-thinking strategies, and even take time to recharge their creative energy.

We foster a dynamic work environment, and meeting our goals early gives us the flexibility to embrace new challenges and promote continuous growth.

During these times, it's not about following the usual routine—it's about unlocking creativity, pursuing new opportunities, and keeping the team inspired and motivated.