

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

Top Three Variables Contributing to Lead Conversion Probability:

- > Lead Origin - Lead Add Form: Leads generated through the Lead Add Form contribute significantly to conversion probability. This indicates that when potential customers actively engage with the Lead Add Form, they are more likely to convert.
- > Last Notable Activity - SMS Sent: The Last Notable Activity being SMS Sent is a strong positive contributor to lead conversion. This suggests that sending SMS notifications as a follow-up or engagement strategy has a positive impact on conversion.
- > Total Time Spent on Website (Binned - Readview): The time a lead spends on the website, especially in the 'Readview' category, is positively correlated with conversion probability. This implies that leads spending more time engaging with the website content are more likely to convert.

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 Three Categorical/Dummy Variables to Focus on for Increasing Conversion:

- > Do Not Email: Leads that have opted not to receive emails might be resistant to traditional email marketing. Focusing on other communication channels or reevaluating the email strategy for such leads could enhance conversion.
- > Lead Origin - Lead Add Form: Since this is a significant positive contributor, allocating more resources and efforts to leads generated through the Lead Add Form can boost conversion rates.
- > Last Notable Activity - SMS Sent: Given its influence on conversion, emphasizing SMS communication or exploring similar engagement methods can be an effective strategy.

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.

Strategy for Aggressive Lead Conversion During Intern Hiring Period:

- > Increase Personalized Follow-ups: Leverage the intern team to make personalized phone calls to potential leads identified by the model. Provide interns with scripts and talking points to engage leads effectively.
- > Focus on High-Probability Leads: Prioritize calling leads with a predicted conversion probability above a certain threshold (e.g., 0.6 or higher). This ensures that efforts are concentrated on leads more likely to convert.
- > Implement Time-Bound Offers: Create time-bound promotions or offers specific to the intern hiring period. Communicate these exclusive deals during phone calls to encourage quicker conversions.

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 aims 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.

Strategy to Minimize Useless Phone Calls After Achieving Quarterly Targets:

- > Update Communication Preferences: Allow leads to specify their preferred communication channels and update the system accordingly. If a lead prefers not to receive phone calls, respect their preferences to avoid unnecessary calls.
- > Implement Opt-Out Options: Provide an easy opt-out option for phone calls in communication materials. Allow leads to adjust their preferences, reducing calls to those who genuinely wish to avoid them.
- > Focus on Non-Intrusive Channels: During this period, emphasize non-intrusive channels like email or SMS for communication. Reserve phone calls for essential and high-value interactions, respecting the reduced emphasis on aggressive sales during this time.