




Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?







A1. The top three variables contributing most towards lead conversion are:

1. **Total Time Spent on Website** 
 - o Strongest positive driver of conversion.
 - o Leads who spend more time on the website show higher intent and are much more likely to convert.
2. **Page Views Per Visit** 
 - o Higher page views indicate deeper engagement with the platform.
 - o This strongly increases the probability of conversion.
3. **Lead Source — Direct / Google Search** 
 - o Direct or organic search leads contribute significantly to conversions.
 - o These channels usually bring in leads with higher intent and trust, making them more valuable.

Business Interpretation:

- The model shows that **engagement metrics** (time spent, page views) and **source quality** (Direct/Google) are the most important predictors of conversion.
- Sales teams should therefore focus on **highly engaged leads from strong sources**, as they have the highest likelihood of turning into customers.

Q2. 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?

A2.Rank	Categorical Variable	Direction	Business Meaning
1	Lead Source — Google Search 	 Positive	Leads coming through Google Search are highly motivated and show strong intent.
2	Lead Origin — Landing Page Submission 	 Positive	Landing page leads are more serious, as they actively provided information.
3	Last Activity — Email Opened 	 Positive	Prospects who open follow-up emails are more engaged and closer to conversion.


Business Interpretation:





- Marketing should invest more in SEO and Google campaigns, as those leads convert better.
- Optimizing landing pages (faster load time, clear CTA, trust signals) will boost serious leads.
- Strengthening email engagement strategies (personalized subject lines, reminders) will directly push more prospects toward conversion.

Q3. 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.

A3. During the 2-month internship period, X Education can leverage the additional sales interns to maximize lead outreach and aggressively convert high-potential leads.

✓ Recommended Strategy:

1. Lower the Probability Threshold 
 - o Instead of the standard 0.5 cutoff in Logistic Regression, reduce it to ~0.3.

- This ensures that more leads are classified as “Converted (1)”, giving interns a wider pool of prospects to call.
- 2. Prioritize by Lead Score 
 - Rank leads based on their predicted probability of conversion (0–100 lead score).
 - Interns should focus first on Hot Leads (71–100), followed by Warm Leads (41–70).
 - Even borderline cases can be explored since the goal is aggressive coverage.
- 3. Divide & conquer 
 - Allocate Hot Leads → Senior sales reps for faster closure.
 - Allocate Warm/Borderline Leads → Interns, ensuring even weaker leads are followed up.
- 4. Boost Engagement Channels  
 - Use follow-up emails, WhatsApp reminders, and webinars to complement phone calls.
 - Multiple touchpoints increase chances of conversion.






Business Justification:

- Lowering the threshold → increases recall, ensuring *almost all potential converters are contacted*.
- Intern involvement → maximizes manpower, freeing senior reps to close the most promising leads.
- Multi-channel engagement → reinforces brand recall and builds trust, improving conversion odds.

Q4. 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.

A4. When X Education achieves its quarterly targets ahead of time, the sales team’s goal should shift from aggressive outreach to precision targeting. The focus should be on reducing unnecessary phone calls and engaging only with the most promising leads.

Recommended Strategy:

1. Increase the Probability Threshold 
 - Raise the classification threshold from the standard 0.5 to ~0.7 or higher.
 - This ensures that only leads with very high conversion probability are contacted.
2. Focus Exclusively on Hot Leads  (71–100 score)
 - Limit phone calls to the top-tier leads with the strongest signals of conversion (e.g., high time on website, direct/Google leads, repeated engagement).
 - Warm and Cold leads can be nurtured passively through digital channels (emails, newsletters, retargeting ads).
3. Leverage Digital Automation  
 - Instead of phone calls, use automated email campaigns, WhatsApp updates, and remarketing ads for non-Hot leads.
 - This keeps the pipeline warm without wasting sales bandwidth.
4. Intern / Sales Team Allocation 
 - Senior reps → Focus on closing the *very few high-probability leads*.
 - Interns → Can be shifted to data cleanup, CRM enrichment, or assisting marketing until the next campaign phase.

Business Justification:

- Higher threshold → reduces false positives (i.e., unnecessary calls to uninterested leads).

- Focus on Hot leads only → maximizes efficiency while conserving resources.
 - Digital automation → ensures other leads are still nurtured for future conversion without direct intervention.
- 👉 With this approach, X Education avoids wasting time & effort on low-quality calls, while still ensuring that high-value leads are not missed.