

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

The most impactful variables typically include:

- **Total Time Spent on Website:** Higher engagement reflects greater interest, directly correlating with higher conversion rates.
- **Total Visits:** Frequent visits suggest a strong interest and likelihood to convert.
- **Last Activity:** Activities like 'Email Opened' or 'Olark Chat Conversation' indicate active engagement and higher conversion probability.

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?

Focus on these variables to maximize conversion:

- **Lead Source (Google, Organic Search):** Prioritize leads from high-performing sources.
- **Last Activity (Email Opened, Olark Chat Conversation):** Actively engage leads who have shown recent activity.
- **Specialization (e.g., 'Management', 'Finance'):** Tailor communication to the lead's industry specialization to enhance relevance and conversion rates.

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.

With additional resources like interns, here's a strategy:

- **Batch Leads:** Segment potential leads (predicted as 1) and assign them to interns for personalized follow-ups.
- **Scripted Outreach:** Provide interns with effective call and email scripts focused on value propositions.
- **Monitoring & Feedback:** Track intern performance and lead responses. Regularly review calls/emails to provide feedback and improve tactics.
- **Follow-Up Protocol:** Implement a structured follow-up schedule (e.g., initial call, followed by a personalized email, and a reminder call).

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.

During periods when the focus shifts away from aggressive calling:

- **Priority Segmentation:** Only contact leads with the highest lead scores (e.g., scores > 90) who are most likely to convert.
- **Automated Communication:** Use emails and automated messages for lower-priority leads to maintain contact without consuming significant resources.
- **New Initiatives:** Allocate sales team efforts to explore new markets, develop content, or enhance training modules during this downtime.
- **Data Analysis:** Leverage this period to analyze past performance data, refine lead scoring models, and optimize future strategies.