Subjective Question

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

   The top three variables that most significantly contribute to lead conversion are:
   - Lead Origin_Add Form
   - Total Time Spent on Website
   - Log_TotalVisits

   These variables considerably improve the model's predictive capability, with a strong and beneficial effect on lead conversion.

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?**
   The top three categorical factors to prioritise for lead conversion are Lead Origin_Lead Add Form, Lead Origin_Lead Import, and LeadSource_Olark Chat. Leads generated through the "Lead Add Form" have the most beneficial impact on conversion, followed by leads imported into the system. Furthermore, leads created using Olark Chat have the potential to significantly improve conversion rates. Improving methods based on these sources, such as optimising form design, speeding lead imports, and increasing chat engagement, can greatly improve lead conversion rates and overall performance.

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.**
   - Identify High-Potential Leads: Using the model, determine which leads have the highest conversion potential based on criteria such as time spent on site, lead source, and origin.
   - Prioritise Outreach: Contact high-probability prospects by phone to explore their requirements, background, and financial readiness.
   - Optimise Conversion Tracking: Monitor daily conversion rates, provide fast feedback to interns, and fine-tune outreach techniques to maximise impact.
   - Segment and Prioritise: Divide leads into high, medium, and low probability segments, with high-probability leads receiving prompt follow-up.
   - Timely Outreach: Schedule calls during peak response hours (evenings or weekends) to increase contact rates.

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.**
    - Implement a Multi-Channel Approach: Use automated, personalised emails and SMS to maintain constant interaction with leads while reducing the need for direct manual intervention.
    - Refine and enrich the lead database: Use this time to update and clean up the CRM database by checking lead information, categorising leads, and eliminating out-of-date records. Incorporate pertinent insights, such as lead preferences and behavioural trends, to improve future outreach attempts.
    - Conduct a thorough follow-up analysis. Analyse past outreach efforts to find trends, optimal techniques, and common objections. Use these data to fine-tune your tactics for the future quarter.
    - Focus on High-Quality Lead Filtering: Use the existing model to identify and prioritise high-probability leads, with a preference for those with the best chance of conversion. Avoid unnecessary outreach to low-probability leads unless they show new evidence of engagement.
    - Monitor lead activity closely: Prioritise leads who show new involvement on the website, such as increasing time spent, revisiting key pages, or replying to emails. Use activity tracking technologies to locate potential leads.