

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

From the analysis below are the parameters which contribute most towards the probability of a lead getting converted.

1. TotalVisits
2. Total Time Spent on Website
3. Page Views Per Visit

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?

From the analysis and model results, the top three categorical/dummy variables that should be focused on to increase the probability of lead conversion are -

1. Lead Source\_Direct Traffic
2. Last Activity\_Visited Homepage
3. Specialization\_Business Administration

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.

To optimise lead conversion during the internship phase, where the goal is to aggressively convert as many leads as possible, the following strategy can be employed:

1. **Prioritise High-Probability Leads** - Create a ranked list of leads based on their conversion probabilities. This ranking will help in allocating resources efficiently and focusing on leads with the highest likelihood of conversion first.
2. **Implementing an Targeted Outreach Program** - Use information from the model and available lead data to craft personalised phone scripts or email templates that resonate with each lead's profile. Also we can leverage the interns here by assigning interns to work in shifts or teams to handle high-priority leads. Ensuring that each intern has a clear set of goals and access to the necessary tools and information.
3. **Monitor and Optimise the Outreach Process** - Based on the performance data, iterate and refine the outreach strategy. Analyse which methods or approaches yield the best results and make necessary adjustments to improve overall conversion rates. Regularly reviewing performance metrics and gathering feedback from interns and leads can help in enhancing the approach.
4. **Leveraging Technology** - Setting up automated workflows that trigger follow-up calls or emails based on lead interactions and providing them with the suitable information they browse for can help in the conversion. Also experimenting with various communication channels as to which one providing higher 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's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.

When the company has reached its quarterly target ahead of schedule and aims to minimise unnecessary phone calls while still maintaining effectiveness, the following strategy should be employed:

1. Implementing a threshold for conversion probabilities. Only initiate contact with leads whose probability of conversion is above 0.8.
2. Creating a priority segments such as "High Priority," "Medium Priority," and "Low Priority" leads and focusing only on the "High Priority" lead category.
3. Setting up automated emails or messages that encourage leads to reach out if they are still interested, rather than making direct phone calls.
4. Setting up a system for periodic lead reassessment to ensure that leads with changing profiles or behaviours are appropriately categorised.