

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

- 1) Total Time Spent on Website:** This variable indicates the level of engagement a lead has with the website. Leads who spend more time on the website are likely more interested and engaged, thus increasing the probability of conversion.
- 2) Page Views Per Visit:** The number of pages a lead views during each visit provides insight into their level of interest and exploration. Higher page views per visit suggest a deeper engagement with the content, indicating a greater likelihood of conversion.
- 3) Total Visits:** The frequency with which a lead visits the website is a strong indicator of ongoing interest and engagement. Leads who visit the website multiple times are more likely to be considering the product or service, thus increasing the probability of 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?**

Based on my analysis, I can say that Lead Source plays an important role in scouting for leads that have a higher chance of converting. However, the top 3 categorical/dummy variables are:

- **Lead Source\_Reference:** With a high correlation (0.85) with 'Lead Origin\_Lead Add Form,' this variable indicates that references are a strong lead source. Leveraging and enhancing referral programs can thus be a powerful strategy for increasing conversions.
- **Lead Source\_Welingak Website:** This variable shows a positive correlation with the target variable 'Converted,' indicating that leads originating from the website have a higher likelihood of conversion. Therefore, focusing on optimizing and promoting the website as a lead generation channel can be beneficial.
- **Last Activity\_SMS Sent:** Leads who have received SMS messages as their last activity exhibit a positive correlation with conversion. This suggests that SMS communication may be an effective way to engage leads and move them towards conversion. Hence, prioritizing SMS outreach and incorporating it into the lead nurturing process could increase 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.***

Based on my understanding to maximize lead conversion during the two-month period when X Education has additional interns available, the sales team can employ a targeted and intensive outreach strategy. Here's a comprehensive plan to make the most of this period:

**1. Segment and Prioritize Leads**

- Use the predictive model to identify high-probability leads.
- Segment by engagement level (e.g., time on site, page views).
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**2. Structured Calling Campaign**

- Call Script: Prepare a standardized, personalized script.
- Allocate Leads: Distribute leads evenly among interns.
- Training: Train interns on the script and product knowledge.

**3. Multi-Channel Outreach**

- Follow-Up Emails and SMS: Reinforce calls with follow-up messages.
- Schedule Appointments: Set follow-up calls for interested leads.

**4. Offer Incentives**

- Exclusive Offers: Provide limited-time discounts or benefits.
- Referral Bonuses: Encourage referrals with incentives.

**5. Follow Up Diligently**

- Persistent Contact: Respectfully follow up with interested leads.
- Document Interactions: Keep detailed records for personalized follow-ups.

***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.***

**1) Focus on Digital Lead Nurturing**

- Email Campaigns: Develop targeted email campaigns to nurture potential leads. Share informative content about products, new courses, services, and job offers.
- Social Media Engagement: Increase engagement on social media by posting valuable content such as educational articles, success stories, and updates.

## **2) Enhance Lead Qualification and Segmentation**

- Refine Lead Scoring: Use key indicators ('Total Visits,' 'Total Time Spent on Website,' and 'Page Views Per Visit') to refine lead scoring. Prioritize leads with higher engagement for future follow-ups.
- Segment Leads: Further segment leads based on their engagement level and interests to tailor communications effectively.

## **3) Strengthen Customer Relationships**

- Follow-Up with Past Clients: Reach out to previous clients for feedback, testimonials, and potential referrals.
- Build Long-Term Engagement: Focus on maintaining long-term relationships with existing customers through personalized email communication and exceptional customer support.