

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

Ans: Lead_source, what's your last occupation, last notable activity

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?

Ans: lead_source_welingnak, what is your current occupation_Unemployed, what is your current occupation_student

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.

Ans: **Strategy for Lead Conversion**

1. **Target High-Impact Variables:**

- **Focus on Key Predictors:** Prioritize leads with the highest likelihood of conversion based on your model's top variables: lead source, last occupation, and last notable activity.

2. **Leverage Categorical Variables:**

- **Emphasize Key Categories:** Concentrate outreach on leads from the "welingnak" source and those categorized as unemployed or students. These segments show the greatest potential for conversion.

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.

Ans: **Prioritize High-Impact Leads:**

- Focus on leads identified as having the highest likelihood of conversion based on your model's key predictors: lead source, last occupation, and last notable activity. Only reach out to these leads when necessary to ensure calls are effective.

Target Specific Categorical Segments:

- Concentrate on leads from the "welingnak" source and those categorized as unemployed or students. These groups demonstrate the greatest potential for conversion, so any outreach should prioritize them only when engagement metrics indicate a need for personal contact.

Set Criteria for Outreach:

- Establish clear guidelines for when phone calls should be made, such as when leads from these high-impact categories show significant engagement or request more information.

Utilize Alternative Channels:

- Instead of calling all leads, use emails or messages for initial outreach. This allows for maintaining contact without unnecessary pressure, especially for those who may not be ready for a call.