

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

**Answer:** Tags, Lead Source, Last 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?

**Answer:** Tags\_Closed by Horizzon (Coefficient: 7.2024), Tags\_Lost to EINS (Coefficient: 5.8929), Tags\_Will revert after reading the email (Coefficient: 4.7345)

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.

**Answer:** According to our logistic model the phone call strategy should prioritize individuals who:

- Have the Tags "Closed by Horizzon" or "Lost to EINS."
- Are likely to "revert after reading the email" or have their "last activity" recorded as "SMS sent."
- Originate from the lead source "Welingak Website."
- In general, have a high assigned Lead score

This approach should therefore be complemented by sending out emails and SMS messages.

To maximize efficiency, it is advisable to avoid contacting potential customers who are already students, those expressing interest in other courses, or who have tags like "ringing" or "invalid number/switched off." This also applies to prospects with the last notable activity through "Olark Chat" or that has been "modified." By reallocating resources from activities like managing Olark Chat to more productive endeavours such as sending SMS messages, the conversion strategy can be optimized.

In response to X Education's intern phase, the recommended strategy involves focusing on the above described high-potential leads, using a combination of phone calls, emails, and SMS messages to drive conversion rates during this intensified period.

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.

**Answer:** During this phase, when the company achieves its quarterly target ahead of schedule, a strategic approach would be:

- Prioritize automated emails and SMS communications, as they require minimal manpower and have demonstrated significant influence on conversion rates.
- Leverage the predictive logistic model and the assigned lead scores to identify and target individuals with a high likelihood of conversion, directing efforts towards engaging with these prospects effectively.