1.

 Total **Time Spent on Website**: Higher time spent on the website likely indicates greater interest and engagement, increasing conversion probability.

 Lead **Source\_Word of Mouth**: Leads referred through word of mouth might have higher trust and intent to convert.

 Number **of Visits**: A higher number of visits might indicate sustained interest and higher likelihood of conversion.

2.

 Lead **Source\_Word of Mouth**: This dummy variable indicates that leads referred through word of mouth have a higher likelihood of converting. The company should focus on encouraging word-of-mouth referrals.

 Last **Activity\_Email Opened**: This dummy variable shows that leads who opened an email are more likely to convert. The company should optimize email campaigns to ensure high engagement.

 Lead **Origin\_Landing Page Submission**: This dummy variable suggests that leads who came through landing page submissions have a higher conversion probability. The company should enhance their landing page strategies.

3.

 **Initial Lead Segmentation**:

* **High Probability (Lead Score 70-100)**: Immediate follow-up with personalized phone calls.
* **Medium Probability (Lead Score 40-69)**: Follow-up with a combination of phone calls and personalized emails.
* **Low Probability (Lead Score 0-39)**: Follow-up with email campaigns and assess interest before making phone calls.

 **Call Scheduling**:

* Create a call schedule for the interns, ensuring that each high-probability lead receives a call within the first 24-48 hours.
* Schedule follow-up calls based on the lead’s availability and interest shown during the initial contact.

 **Personalized Scripts**:

* Develop call scripts tailored to different segments, highlighting key benefits of the courses, and addressing common queries or objections.

 **Follow-Up Strategy**:

* Implement a structured follow-up plan with predefined intervals (e.g., 2 days after the initial call, 1 week later, etc.).
* Use automated reminders in the CRM to ensure timely follow-ups.

 **Performance Tracking**:

* Track the performance of each intern using metrics such as the number of calls made, conversion rate, and lead engagement.
* Provide daily or weekly feedback sessions to discuss challenges and share best practices.

 **Continuous Improvement**:

* Regularly review the strategy’s effectiveness and make necessary adjustments based on real-time data and intern feedback.

4.

 **Lead Scoring Threshold**:

* Increase the threshold for phone calls (e.g., only leads with a score above 85 are called).
* Leads below the threshold receive automated emails or are directed to self-service resources.

 **Automated Email Campaigns**:

* Develop a series of email templates tailored to different lead segments.
* Schedule emails to be sent at optimal times based on past engagement data.

 **Self-Service Enhancements**:

* Implement and promote a comprehensive chatbot on the website.
* Regularly update the FAQ section and ensure easy navigation to relevant information.

 **Upselling Strategy**:

* Identify and segment existing customers based on their course history and potential needs.
* Create targeted upsell campaigns with personalized offers and discounts.

 **Content Creation**:

* Assign topics to the sales team for blog posts, videos, or webinars.
* Schedule content publication and promotion across relevant channels.

 **Feedback Collection**:

* Design and distribute surveys to past leads and customers.
* Analyse responses to identify common barriers to conversion and areas for improvement.

 **Data Analysis Projects**:

* Assign data analysis tasks to the sales team to identify high-impact areas for future campaigns.
* Use insights to refine lead scoring models and sales strategies.

 **CRM Maintenance**:

* Review and update lead information in the CRM.
* Remove duplicates and correct any inaccurate data entries.