

Subject Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - **Total Time Spent on Website** - This feature has a positive and large impact on lead conversion. The longer a potential lead spends on the website, the more likely they are to convert. This makes sense intuitively, as more engaged users are more likely to show interest.
 - **Lead Origin_Lead Add Form** - This suggests that leads coming from the "Lead Add Form" have a significantly higher chance of conversion. It indicates that capturing leads via this form is an important factor for conversions.
 - **Page Views Per Visit** - A negative coefficient of -7.15 suggests that higher page views per visit are associated with a lower likelihood of conversion. This could mean that users who browse more pages without converting might be less engaged. The significance and large magnitude of this coefficient make it one of the most important factors.
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?
 - **Lead Origin_Lead Add Form**
 - **Lead Source_Welingak Website**
 - **Do Not Email_Yes**
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.
 - Lower the probability cutoff to catch more potential leads.
 - Prioritize high-probability leads first and work down the list.
 - Use a multi-channel approach (calls, emails, SMS) to maximize outreach.
 - Track intern performance and lead engagement for real-time adjustments.
 - Create urgency in offers to push conversions faster.
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.
 - **Increase probability cutoff** to 0.75 or 0.8 to only contact high-conversion leads.

- Prioritize leads with strong predictive features like **Total Time Spent on Website** and **Lead Origin**.
- Focus on **recently engaged leads**, especially those involved in SMS or phone conversations.
- Refine the **lead scoring system** to emphasize high-impact features.
- Use **automated follow-ups** for leads with lower probabilities, identified by negative coefficient features.
- Track precision and conversion metrics to ensure a focus on high-value calls.
- Reduce or eliminate outreach to unresponsive or low-value leads.
- Shift focus to **customer relationship building** and **internal projects** when reducing outreach efforts.