

Q1 > Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answers: -

As per my model top three factors that most significantly impact the likelihood of a lead converting in a logistic regression model, we can analyse the absolute values of the model's coefficients. Larger absolute values indicate a stronger influence on conversion probability.

The three most impactful variables based on their coefficient values are:

1. **Tags_Closed by Horizzon** with a coefficient of **9.5875**,
 2. **Tags_Lost to EINS** with a coefficient of **7.7425**, and
 3. **Tags_Will revert after reading the email** with a coefficient of **6.9136**..
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Q2> 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?

Answers: -

In our model top three categorical (dummy) variables that should be prioritized to enhance lead conversion rates, we can analyse the positive coefficients in the logistic regression model.

The key categorical variables to focus on are:

1. **Tags_Closed by Horizzon** (coefficient: **9.5875**) – This variable has the most significant positive impact, meaning prioritizing leads with this tag can substantially boost conversion rates.
2. **Tags_Lost to EINS** (coefficient: **7.7425**) – Leads associated with this tag also show a considerable potential for conversion improvement.
3. **Tags_Will revert after reading the email** (coefficient: **6.9136**) – This tag contributes significantly to the likelihood of conversion.

By concentrating efforts on these specific tag categories—such as improving follow-up processes, analyzing the reasons behind these tags, and enhancing customer interactions—businesses can effectively increase lead conversion rates.

Q-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.

Answers:-

Aggressive Lead Conversion Strategy for Interns:

1. Utilize the **Lead Score (0-100)** as the main criterion for filtering potential leads.
2. Concentrate efforts solely on leads with a score above **60**, as they have a higher likelihood of conversion.
3. Give priority to leads that exhibit:
 - Repeated visits to the website
 - Extended time spent on the website
 - Engagement from top-performing lead sources
4. Adopt a fast and personalized outreach strategy to engage these high-scoring leads effectively.
5. Equip interns with the necessary training to leverage the predictive model for informed decision-making.
6. Establish a well-structured follow-up system with multiple touchpoints to maximize engagement with promising leads.

Q4. 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.

Answers:-

Approach to Reduce Unnecessary Phone Calls:

1. Leverage the Priority Column for Lead Filtering:

Make phone calls only to **Very High** and **High Priority** leads. Use automated emails or messages for **Medium** and **Low Priority** leads.

2. Establish Clear Follow-Up Guidelines:

- **Very High Priority:** Immediate phone follow-up.
- **High Priority:** A limited number of calls, supported by automated communication.
- **Medium/Low Priority:** Rely entirely on automated outreach.

3. **Maximize Resource Utilization:**

Direct efforts toward leads with the best chances of conversion and higher potential return on investment.

4. **Implement an Efficient Lead Classification System:**

Sort leads based on Priority, Conversion Likelihood, and Revenue Potential to ensure targeted and efficient communication.

By strategically using the Priority column, phone efforts can be focused on the most valuable leads, reducing wasted time and improving overall efficiency.