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

A: Top three variables contributing most to conversion probability are:

- Lead Source : Welingak Website
- Lead Source : Reference
- What is your current occupation : Working Professional

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?

A:

- Lead Source: Welingak Website
    - Allocate more budget/spend on advertising and promotion through the Welingak Website to attract more leads.
- Lead Source: Reference
    - Offer discounts for providing references that convert into leads to encourage more referrals.
- Current Occupation: Working Professional
    - Develop tailored messaging and engage working professionals through targeted communication

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.

A:

- Prioritize High-Probability Leads: Identify leads with high probability scores based on the model, especially those associated with "Lead Source_Welingak Website", "Lead Source_Reference", and "What is your current occupation_Working Professional".
- Lead Segmentation: Segment leads based on their likelihood to convert, emphasizing those from Welingak Website, Reference sources, and working professionals.

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.

A:

- Increase the threshold for contacting leads to only those with very high predicted probabilities of conversion (e.g., above 0.9 based on model predictions).

- Only call the leads that the model has identified as having the highest probability/lead scores of converting. Avoid calling the lower probability leads entirely during this time.
- Leverage the recommendations and specifically avoid calling leads whose last activity was "Olark Chat Conversation", lead origin is "Landing Page Submission", specialization is "Others", and those who selected "Do not Email" as yes - as these are flagged as less likely to convert.
- Focus more on automated email/marketing campaigns to nurture the lower probability leads during this period instead of calls.
- For any outbound calls, strictly prioritize only the very highest lead scores/probability leads to minimize wasted efforts.