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** - A strong indicator of engagement. Leads who spend more time on the site are more likely to convert.
- **Page Views Per Visit** - Reflects user interaction depth. Leads who explore more pages per session tend to show higher intent.
- **Total Visits** - Frequency of visits adds confidence about genuine interest. Repeat visits often correlate with serious interest.

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?

- **Last Activity** - Specific actions like ‘Email Opened’, ‘Olark Chat Conversation’, and ‘Page Visited on Website’ are highly predictive. These represent meaningful engagements from leads.
- **Lead Source** - Certain sources such as ‘Google’, ‘Direct Traffic’, and ‘Olark Chat’ lead to higher conversion rates. These sources bring in better quality leads.
- **Specialization** - Prospects with specializations such as ‘Finance Management’, ‘Human Resource Management’, or ‘IT Projects Management’ show higher conversion tendencies compared to generic or “Select” options.

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.

- **Prioritize High-Intent Leads**
  a) Use the model to filter high-probability leads based on engagement metrics (total visits, time spent, lead source).
  b) Segment leads and distribute them among interns to ensure targeted efforts.
- **Leverage Multi-Channel Engagement**
  a) Combine personalized calls, SMS, and emails to nurture leads.
  b) Implement a follow-up cadence with strategic touchpoints (e.g., initial outreach, follow-up call after 3 days, final reminder).
- **Personalized Sales Pitch & Objection Handling**
  a) Train interns to understand lead pain points (e.g., career growth, financial constraints).
  b) Focus on ROI-driven messaging (how the course enhances job opportunities).
- **Real-Time Performance Monitoring**
  a) Track conversion metrics to identify which approaches work best.
  b) Adjust strategy dynamically based on response rates and feedback.

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.

- **Use Predictive Lead Scoring to Prioritize Outreach**
    a) Focuses only on **high probability leads**, minimizing wasted effort.
    b) Deprioritizes leads with **low engagement or no response**, which is crucial for reducing call volume.
- **Shift Focus to High-Value Customers**
    a) Smart allocation of limited time/resources toward **high-ticket, corporate or referral leads**, which bring more ROI.
    b) Actively avoids low-potential leads that don't deserve attention during a low-effort phase.
- **Optimize Communication Channels**
    a) Excellent call to reduce manual calls in favour of **automated, passive methods** (email/chat).
    b) Phone calls are preserved only for **highly engaged** prospects—maximizing precision.
- **Reallocate Sales Efforts to Strategic Initiatives**
    a) Encourages using freed-up resources on **retention, upselling, partnerships**—great long-term value.
    b) Mentions **post-conversion analysis**, which helps improve future targeting and lead quality.