

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

To answer this question we have considered the magnitude of coefficients. Based on this analysis following are the three features contributing the most.

- TotalVisits - 11.1489
- Lead Origin\_Lead Add Form - 4.2051
- Total Time Spent on Website - 4.4223

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?

On the similar lines following are the three dummy variables:

- Lead Origin\_Lead Add Form - 4.2051
- Last Notable Activity\_Unreachable - 2.7846
- Last Activity\_Had a Phone Conversation - 2.7552

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-impact leads predicted as 1, focusing on those with high website time and past phone conversations.
- Interns handle first-level outreach, making calls, following up with SMS/WhatsApp, and answering queries.
- Multi-touchpoint follow-up: call within 1-2 hours, reattempt in 24 hours, and send personalized emails.
- Escalate engaged leads to senior sales persons for final conversion through personalized offers.
- Monitor call-to-conversion rates and adjust strategies for maximum efficiency.

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.

- Filter out low-priority leads using the model; avoid calling leads with low conversion probability (predicted as 0).
- Prioritize only high-impact leads with strong indicators like high website time and past positive engagement.
- Use SMS/Email for initial outreach and only call if a lead shows interest.
- Focus on inbound queries rather than proactive cold calling.
- Analyze past call data to identify lead profiles with low conversion rates and deprioritize them.
- Utilize interns for other tasks, like refining lead qualification processes or automating follow-ups.