ASSIGNMENT SUBJECTIVE QUESTIONS

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

Ans: The top three variables in the model which contribute most towards the probability of a lead getting converted are as follows:

a. **Total Time Spent on Website** – This variable has a coefficient of 4.4807. It shows that leads who spend more time on the website have more chance to convert.
b. **LeadOrigin_Lead Add Form** – This variable has a coefficient of 4.0830. This indicates that leads who originate from the "Lead Add Form" have a strong positive impact on lead generation.
c. **CurrentOccupation_Working Professional** – This variable has a coefficient of 2.6098. This variable shows that leads who are working professionals have a significant positive effect on lead generation.

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?**

Ans: 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 are as follows:

a. **LeadOrigin_Lead Add Form** – Having a coefficient of 4.0830, it explain that Leads originating from the "Lead Add Form" have a positive impact on the lead conversion.
b. **CurrentOccupation_Working Professional** – Having a coefficient of 2.6098, it shows that Leads who are working professionals have a notable positive impact on the lead conversion.
c. **LastActivity_SMS Sent** – Having a coefficient of 1.5463, it describes about the leads who received an SMS have impact on the lead conversion.

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.**

Ans: a. Prioritize the top 30-40% of leads with the highest scores for immediate phone outreach.

b. For leads who don't respond to phone calls, follow up with customized emails and text messages for better engagement.

c. Develop a clear and personalized phone script to guide conversations effectively.

d. Assign seasoned sales reps to mentor interns, offering guidance and feedback to enhance their outreach techniques.

e. Motivate interns to collect and share insights from leads, including objections or reasons for not converting.

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.**

Ans: a. Use the "lead_score" column to identify leads with the highest potential and engagement.

b. Shift focus from phone calls to email-based campaigns for outreach.

c. Implement automated drip campaigns that send a sequence of informative emails to leads over time.

d. Reserve phone calls for high-value leads or situations requiring immediate, personal communication.

e. Take this opportunity to provide additional training for the sales team, covering skills like objection handling, negotiation, and product knowledge.