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

Top 3 variables which contribute most towards probability of getting lead converted are

a. Lead source

b. Last notable activity

c. Total time spent of website

1. 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

b. Last Notable Activity\_Had a Phone Conversation

c. Lead Source\_Reference

1. 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.

Here are some suggestions for a good strategy that X Education can employ to increase lead conversion during the two-month intern period:

I. Provide the interns with comprehensive training on the company's products and services, as well as on the sales process. This will help them to be more knowledgeable and confident when speaking with potential customers.

ii. Give the interns access to a CRM system so that they can track their progress and stay organized. This will help them to stay on top of their leads and ensure that no one falls through the cracks.

Iii. Set clear goals for the interns and provide them with regular feedback. This will help them to stay motivated and on track.

Iv. Encourage the interns to use a variety of lead generation and conversion techniques. This will help them to reach a wider audience and increase their chances of success.

v. Provide the interns with support from experienced sales professionals. This will give them someone to turn to for help and advice when they need it.

Additionally

Personalize your outreach. The more personalized your outreach is, the more likely it is to be successful. Take the time to learn about each lead's needs and interests before you reach out to them.

Be persistent. Don't give up on a lead just because they don't respond to your first call or email. Follow up with them regularly until you get a response.

Offer value. Don't just try to sell your product or service to potential customers. Offer them something of value in exchange for their time. This could be a free trial, a white paper, or even just a helpful tip.

1. 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.

Here are some suggestions for a strategy that X Education can employ to minimize the rate of useless phone calls when they have already reached their target for the quarter:

A. Set clear expectations with the sales team. Make it clear that they should only be making phone calls if they are extremely necessary.

B. Provide the sales team with a list of criteria that they can use to determine whether or not a phone call is necessary. This list could include things like the lead's interest in the company's products or services, the lead's budget, and the lead's decision-making authority.

C. Encourage the sales team to use other forms of communication, such as email or social media, when possible. This will help to reduce the number of unnecessary phone calls.

D. Track the number of useless phone calls that are made. This will help the sales team to identify areas where they can improve.

E. Provide feedback to the sales team on their phone call habits. This will help them to learn from their mistakes and improve their performance.