

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - **Tags** with an IV of **4.824129566**
 - **Lead Quality** with an IV of **2.008333608**
 - **Total Time Spent on Website** with an IV of **1.065929153**
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?
 - **Tags** with an IV of 4.824129566
 - **Lead Quality** with an IV of 2.008333608
 - **Lead Profile** with an IV of 1.088576106
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 suggested strategy

- **Prioritize High-Probability Leads:** Focus on the leads that the model predicts as most likely to convert, starting with the top 20-30%. Interns should give special attention to these leads through personal outreach.
- **Create Lead Categories:** Group leads into buckets based on their likelihood of conversion (high, medium, low). High-priority leads should be contacted immediately, while medium and low-priority leads can receive more automated communication.
- **Effective Time Management:** Distribute leads among interns with a mix of priorities, and set daily targets to ensure all potential leads are reached within the available time.
- **Use Multiple Communication Channels:** Combine phone calls with automated emails or SMS to reach more leads efficiently. Follow-up messages can be used after unsuccessful calls.
- **Provide Sales Scripts:** Equip interns with well-crafted sales scripts and objection-handling techniques to improve their ability to convert leads.
- **Track and Adjust:** Monitor lead conversion metrics daily, making adjustments to intern efforts and strategies as needed.
- **Motivate Interns:** Use incentives like bonuses or recognition to encourage interns to meet conversion targets and maintain high performance.

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 strategy to minimize unnecessary phone calls when the company is ahead of its quarterly target:

- **Focus on High-Value Contacts:** Prioritize calls to contacts with the highest potential value or urgency.
- **Screen Calls:** Use a screening process to ensure only high-priority calls reach the sales team.
- **Analyze Data:** Utilize historical data to avoid types of calls that are generally ineffective.
- **Use Alternative Channels:** Opt for emails or messages instead of phone calls when possible.
- **Set Call Criteria:** Define clear conditions for when phone calls are necessary.
- **Monitor and Adjust:** Track the effectiveness of the strategy and make adjustments based on results.