

1. Top Three Most Important Variables in Lead Conversion

To identify the most influential features, I'll use the **feature importance** from **Logistic Regression coefficients** or a **Random Forest model**. Typically, the key predictors are:

1. **Total Time Spent on Website** – Leads who spend more time exploring the platform are more likely to convert.
2. **Lead Source** – Certain lead sources (e.g., referrals, direct traffic) may yield higher conversion rates.
3. **Last Activity** – Actions like responding to emails or calling back indicate high engagement.

I can confirm these with an importance ranking from the model.

2. Top Three Most Important Categorical Variables to Focus On

1. **Lead Origin** – Leads from sources like Google Search or Landing Page submissions tend to convert better.
2. **Specialization** – Certain professional backgrounds show a higher interest in online courses.
3. **Last Notable Activity** – Email responses, call backs, and interactions predict conversion likelihood.

Focusing marketing and sales efforts on optimizing these categories (e.g., tailoring campaigns by specialization) can improve conversion rates.

3. Strategy for Aggressive Lead Conversion (Intern Hiring Period)

Since X Education wants to maximize conversions, the sales team should:

- ✓ **Increase call frequency** for all leads predicted as **1** (potential conversions).
 - ✓ **Prioritize hot leads** based on **lead score** (e.g., those with high time spent on the site).
 - ✓ **Automate reminders** (emails, WhatsApp, SMS follow-ups) for leads not responding.
 - ✓ **Use interns for first-level filtering**, so experienced sales reps focus on the strongest leads.
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4. Strategy to Minimize Calls (Quarterly Target Achieved)

To reduce unnecessary calls while still capturing key leads:

- ◆ **Increase the lead score threshold** (only contact the highest probability leads).
- ◆ **Use email nurturing instead of calls** – Automate follow-up emails for lower-priority leads.
- ◆ **Segment leads by urgency** – Only call those who showed strong buying signals (e.g.,

watched multiple videos).

- ◆ **Redirect sales efforts** – Use the free time for gathering insights, refining strategies, and testing new acquisition channels.