

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

The top three variables which have high lead conversion probability include:

- a. Lead Source
- b. Tags
- c. Last Activity

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?**

The top 3 dummy variables which increase probability of lead conversion include:

- a. Lead Source_Welingak Website
- b. Tags_Closed by Horizon
- c. Last Activity_Email Bounced

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.**

They should be focused on following up with leads which have high lead conversion score. These include.

- a. **Segment leads based on responsiveness**: Working professionals who are categorized as management professionals brought in more conversion. Categorize the potential leads based on their responsiveness to previous communication attempts. Prioritize those who have shown interest or engagement by responding to emails, texts, or any other communication channels. Lead which came through sources such as welingak website and direct traffic. Lead who are spending lot of time on website and are coming back frequently.
- b. **Prioritize potential leads**: Identify and prioritize the potential leads who have been predicted as "1" by the model. These individuals have a higher likelihood of converting, so they should be the primary focus during this period.
- c. **Utilize automation tools**: Utilize automation tools, such as CRM (Customer Relationship Management) software, to streamline and track the outreach process. These tools can assist in managing lead data, scheduling calls, and monitoring follow-ups, ensuring efficient and consistent communication with potential leads.
- d. **Implement personalized outreach**: Develop personalized scripts or templates for phone calls, tailored to address the specific needs and pain points of each potential lead.

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.**

During periods when the company reaches its sales targets for a quarter ahead of schedule and wants the sales team to focus on new work, minimizing the rate of unnecessary phone calls becomes a priority. To achieve this, here's a strategy they can employ:

- a. **Use Automated Lead Nurturing:** Implement an automated lead nurturing system that utilizes emails, chat bots, and SMS texts to maintain engagement with potential leads. Automated drip campaigns can be designed to provide valuable content, educational resources, and targeted offers, keeping leads interested and engaged without requiring phone calls.
- b. **Encourage Self-Service Options:** Provide self-service options on the company's website or customer portal, allowing potential leads to access information, make inquiries, or even complete the conversion process independently. This reduces the need for phone calls by enabling leads to take action on their own terms.
- c. **Monitor and Optimize:** Regularly track and analyze the effectiveness of the strategy by measuring conversion rates, lead engagement, and feedback from the sales team. Make adjustments and refinements as needed to optimize the lead conversion process while minimizing the rate of useless phone calls.