

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

The three variables with the highest probability of influencing lead conversion are as follows:

1. Lead Source
2. Tags
3. 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 three dummy variables that significantly enhance the probability of lead conversion are as follows:

1. Lead Source_Welingak Website
2. Tags_Closed by Horizzon
3. 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.

To maximize lead conversion during the two-month internship period, X Education should consider the following strategy:

- **Targeted Outreach:** Focus on potential leads identified by the model as likely to convert (predicted as 1).
- **Intern Training:** Provide interns with comprehensive training on effective communication and product knowledge to enhance their interactions with leads.
- **Call Scheduling:** Develop a structured call schedule to ensure timely follow-ups with potential leads.
- **Personalization:** Personalize communication by referencing the lead's specific interests and engagement history.
- **Tracking and Feedback:** Implement a tracking system to monitor call outcomes and gather feedback for continuous improvement.

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.

To effectively manage resources and minimize unnecessary phone calls during periods of meeting sales targets ahead of deadlines, X Education should implement the following strategy:

- **Lead Prioritization:** Focus on high-potential leads based on predictive scoring; only contact those with the highest likelihood of conversion.
- **Automated Communication:** Utilize automated emails or messages to engage with leads, reserving phone calls for high-priority cases.
- **Review Engagement Data:** Analyze past interactions to identify leads that require follow-up, ensuring calls are meaningful and targeted.
- **Set Clear Guidelines:** Establish criteria for when phone calls are deemed necessary, ensuring team members adhere to these guidelines.
- **Encourage Referrals:** Shift focus to generating referrals from satisfied clients, maintaining engagement without unnecessary calls.