

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

Answer:- Top 3 Variables Contributing to Lead Conversion:

Feature	Coefficient
Tags_Lost to EINS	6.205896
Tags_Closed by Horizzon	5.216502
Tags_Will revert after reading the email	2.510531

Question 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?

Answer:- Top 3 Categorical/Dummy Variables to Focus On:

Feature	Coefficient
Tags_Lost to EINS	6.205896
Tags_Closed by Horizzon	5.216502
Tags_Will revert after reading the email	2.510531

Question 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.

Answer:- To capitalize on the additional resources during the internship period, X Education's sales team should focus on high-potential leads while maintaining efficiency. Here's a detailed strategy:

1. Adjust the Probability Threshold for Lead Classification

The current logistic regression model uses a default threshold of 0.5 to classify leads as 1 (likely to convert) or 0 (unlikely to convert).

Lower the threshold (e.g., 0.3 or 0.4) to expand the pool of potential leads classified as 1, ensuring the sales team captures as many leads as possible.

For example, leads with a predicted probability >0.3 will now be classified as 1.

2. Prioritize Leads Using Lead Scores

Rank all potential leads (those classified as 1 under the adjusted threshold) by their lead scores.

Assign the top-scoring leads to the interns first, as these leads have the highest likelihood of conversion.

Steps:

Sort leads by their probability of conversion (lead scores).

Divide the workload among interns based on ranked lists.

3. Focus on High-Impact Tags and Features

Train interns to identify and handle high-impact tags such as:

Tags_Lost to EINS: Emphasize recovering these leads through personalized communication.

Tags_Closed by Horizon: Ensure proper follow-ups for these leads to seal conversions.

Tags_Will revert after reading the email: Follow up quickly with tailored emails or calls.

Action:

Create tailored scripts and responses for leads with these tags.

4. Use Multi-Channel Engagement

Increase the use of channels correlated with high conversion, such as SMS or email follow-ups, before making phone calls.

For example:

Leads with Last Notable Activity_SMS Sent or Last Activity_SMS Sent should receive follow-up calls.

5. Monitor and Optimize Daily Efforts

Track conversion rates for each intern:

Use metrics like calls made, leads converted, and time spent per lead.

Provide real-time feedback:

Reallocate unresponsive leads to other interns or strategies (e.g., second round of emails or SMS).

6. Automate and Scale with CRM Integration

Use a CRM system to:

Automatically assign leads to interns.

Track progress and ensure no high-potential lead is missed.

Provide interns with access to lead scores and relevant tags within the CRM.

Expected Outcomes

Increased Coverage: Lowering the threshold ensures more leads are reached.

Efficient Resource Allocation: Prioritizing high-scoring leads ensures interns focus on the most promising opportunities.

Improved Conversion Rates: Aggressive follow-ups and focused efforts on key features/tags will maximize results.

Question 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.

Answer:- When the company's sales target is reached early, the goal should be to focus resources efficiently, minimizing unnecessary phone calls while still addressing high-value leads. Here's a tailored strategy:

1. Increase the Probability Threshold for Lead Classification

Raise the probability threshold for classifying leads as 1 (likely to convert) to focus only on the most confident predictions.

Example: Instead of the default 0.5 threshold, increase it to 0.7 or 0.8. Leads with a predicted probability below this threshold will be deprioritized or handled via non-call methods.

2. Utilize Non-Call Channels for Low-Probability Leads

Leads below the adjusted probability threshold can be engaged through non-call strategies:

Emails: Use tailored email templates based on the lead's tags and activities.

SMS: Send brief, personalized messages to gauge interest before escalating to a phone call.

Re-engagement campaigns: Utilize retargeting ads or drip email campaigns for unresponsive leads.

This approach reduces time spent on calls that are unlikely to yield results.

3. Focus on the Most Impactful Lead Sources

Prioritize leads from sources with historically high conversion rates (e.g., Lead Source_Reference or Lead Source_Welingak Website).

Deprioritize sources associated with low conversion rates or high effort with minimal returns (e.g., Lead Source_Olark Chat).

Action: Analyze lead source performance quarterly and dynamically adjust focus during this phase.

4. Leverage Data to Identify Low-Value Leads

Use the logistic regression model to identify patterns in leads that rarely convert, such as:

Leads with tags like Tags_Invalid number or Tags_Not doing further education.

Leads from occupations with lower conversion rates (e.g., What is your current occupation_Unemployed).

These leads should be deprioritized entirely during this phase.

5. Automate Decision-Making Using Lead Scores

Integrate lead scoring thresholds directly into the CRM system.

Automatically:

Assign high-scoring leads (above 80%) to phone call queues.

Route low-scoring leads (below 80%) to email/SMS campaigns.

This minimizes manual effort and ensures alignment with company goals.

6. Redirect Sales Team Efforts

During this phase, the sales team can focus on:

Upselling/Retention:

Engage existing customers for renewals, upgrades, or additional courses.

Data Enrichment:

Update and clean the lead database, ensuring accurate information for future campaigns.

Market Research:

Identify new segments or channels to target in the next quarter.

Expected Outcomes

Fewer Unnecessary Calls:

By raising the threshold and using alternate engagement methods for low-probability leads.

Optimized Resource Allocation:

Focused effort on high-confidence leads with high conversion likelihood.

Enhanced Long-Term Strategy:

Redirected efforts toward upselling, database enrichment, and market research.