

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

Based on the output of the regression results and the Variance Inflation Factor (VIF), the top three variables that contribute most towards the probability of a lead getting converted are:

- Total Time Spent on Website
- Last Activity\_SMS Sent
- Tags\_Closed by Horizzon

These variables have the highest coefficients and the lowest VIFs, which means that they have the strongest relationship with the probability of conversion and are not highly correlated with other variables.

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\_Closed by Horizzon: This Tag indicates that the lead has been closed successfully or has reached the final stages of the sales process. The coefficient of 7.4264 suggests that leads with this Tag have a significantly higher probability of conversion.
- Tags\_Lost to EINS: This Tag indicates that the lead was lost to a competitor named EINS. The coefficient of 6.6418 suggests that leads with this Tag have a strong potential for conversion.
- Tags\_Will revert after reading the email: This Tag indicates that the lead is likely to revert back after reading the email. The coefficient of 5.0046 suggests that leads with this Tag have a higher probability of conversion.

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.

- Prioritize leads with higher predicted conversion probabilities: Identify leads that have been predicted as 1 by the model, indicating a higher likelihood of conversion. These leads should be the primary focus during the aggressive conversion phase.
- Utilize Last Activity\_SMS Sent: The variable "Last Activity\_SMS Sent" has a coefficient of 2.1985, indicating a significant positive impact on lead conversion. Therefore, the sales team should give priority to leads who have engaged in SMS communication or have shown interest through SMS interactions.

- Leverage Tags variables: Several Tags variables have a significant impact on lead conversion. Focus on leads associated with the following Tags: "Tags\_Closed by Horizzon", "Tags\_Lost to EINS," "Tags\_Ringing," and "Tags\_Will revert" after reading the email." These Tags suggest specific behaviors or interests that have shown a positive influence on lead conversion
  - Consider City\_Select: The variable "City\_Select" has a coefficient of 1.5174, indicating its relevance in lead conversion. It implies that leads from specific cities might have a higher probability of conversion. The sales team should allocate resources to leads from these cities.
  - Monitor and optimize Last Notable Activity\_Modified: The variable "Last Notable Activity\_Modified" has a coefficient of -1.5951, indicating a negative impact on lead conversion. The sales team should closely monitor leads with this activity and focus on re-engaging them or guiding them towards a more positive activity to improve their chances of conversion
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.
- Use a CRM system to track leads. A CRM system can help you keep track of all of your leads, including their contact information, their interests, and their progress in the sales process. This will help you avoid calling leads who are not interested or who are not ready to buy
  - Use a lead scoring system. A lead scoring system can help you prioritize your leads based on their likelihood of converting. This will help you focus your time and energy on the leads who are most likely to buy.
  - Use a drip campaign. A drip campaign is a series of emails that are sent to leads over time. This can be a great way to keep in touch with leads and to nurture them until they are ready to buy.
  - Use social media. Social media can be a great way to connect with leads and to build relationships. This can help you generate interest in your product or service and to qualify leads before you call them