1. Top Three Variables Contributing to Lead Conversion

Hypothetical Answer:

- **Total Time Spent on Website**: Usually, the longer a prospect spends time on the website, the more interested they might be in the offerings.
- **Lead Origin**: The source of the lead often plays a crucial role, with some sources like direct traffic or referrals typically having higher conversion rates.
- **Page Views Per Visit**: This can indicate the engagement level of the lead, with higher page views potentially signaling higher interest.

2. Top 3 Categorical/Dummy Variables

Hypothetical Answer:

- **Specialization**: Prospects looking for courses in highly specialized areas might have higher conversion probabilities if the specialization matches X Education's strengths.
- **Country**: Location can impact conversion rates, especially if certain regions have more accessible funding or a higher perceived need for the courses.
- **Lead Source**: Different marketing channels may perform variably, and knowing which are most effective can help focus marketing efforts.

3. Strategy for Aggressive Conversion Period

Suggestion:

- **Prioritize High-Scoring Leads**: Utilize the model to score leads, prioritizing those with the highest scores for phone calls to maximize conversion rates.
- **Resource Allocation**: Focus intern resources on following up quickly with high-potential leads, using a script tailored to the lead's engagement history and interests.
- **Feedback Loop**: Implement a real-time feedback mechanism where interns can update lead status immediately, allowing for agile adjustments in strategy.

4. Strategy for Minimizing Unnecessary Calls

Suggestion:

- **Increase Score Threshold**: Temporarily increase the lead score threshold for initiating calls, ensuring only the hottest leads are contacted.

- **Utilize Other Channels**: Shift some follow-up to less intrusive channels like email or SMS where the urgency is lower, reserving calls for only the most promising leads.
- **Analyze Call Effectiveness**: Monitor and analyze the outcomes of calls made during this period to refine the criteria for which leads are considered worth a call.