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

Lead Origin reflects the source of the lead, with those from targeted or high-quality channels showing higher conversion rates. Specialization indicates how well the lead's area of interest aligns with the company's offerings, making relevant specializations a strong predictor of conversion. What is your current occupation reveals the lead's professional background, which influences their purchasing potential and decision-making power. Together, these variables provide key insights into lead quality and conversion likelihood.

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1. **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?**

There are many dummy variables in case of categorical values which are giving the best increase in probability of lead conversion and this are all from the main features.

1. **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.**

The strategy should involve prioritizing these high-probability leads by their likelihood of conversion. Interns should be assigned to conduct phone calls and follow-ups, ensuring that each lead is engaged effectively. Implement a multi-channel approach, using phone calls, emails, and personalized messages to reach out. Interns should be well-trained to handle queries and objections to enhance conversion chances. Continuously monitor the outreach effectiveness and adjust strategies based on response rates and feedback. This targeted, intensive approach will help maximize lead conversions during the critical period.

1. **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.**

The strategy should involve filtering leads to prioritize only those with the highest likelihood of conversion or those who require urgent attention. Utilize the model’s probability scores to identify leads that are on the cusp of conversion but may still need a push. Implement automated outreach methods, such as personalized emails or SMS, to engage these leads with minimal human intervention. Ensure that phone calls are reserved for leads showing strong interest or those who have responded positively to automated messages. Regularly review the effectiveness of this approach and adjust as needed to maintain engagement while reducing unnecessary calls.