

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

| | Converted |
|-----------------------------|-----------|
| source_percentage | 0.319348 |
| origin_percentage | 0.310223 |
| do_not_mail_per | 0.136553 |
| do_not_call_per | 0.018927 |
| last_act_per | 0.395843 |
| Specialization_per | 0.173779 |
| occupation_per | 0.415385 |
| tags_per | 0.790874 |
| lead_quality_per | 0.751452 |
| lead_profile_per | 0.894637 |
| activity_index_per | 0.431909 |
| profile_index_per | 0.572603 |
| Converted | 1.000000 |
| TotalVisits | 0.030395 |
| Total Time Spent on Website | 0.354939 |
| Page Views Per Visit | -0.003328 |
| Asymmetrique Activity Score | 0.431891 |
| Asymmetrique Profile Score | 0.553357 |
| master_per | 0.033079 |

According to this Picture, We strongly feel below three columns are strongly influencing Lead Converted Parameter

- 1) Lead Quality with 75%
- 2) Lead Profile with 79%
- 3) Tags with 89%

Lead Quality mean how good lead is that include increase/decrease the probability of lead to get converted

Lead Profile Mean classifying lead by past activity and conversion

Tags is the Classification of lead based on run time conversation

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?

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According to the correlation data frame to the left side we feel these 3 columns should be focussed a bit more to improve the prediction of conversion rate

- 1) Occupation
- 2) Last Activity
- 3) Total Time Spent On Website

Occupation now stands at 41.5% and we see there is good relation between conversion and converted rate so if we are able reduce the null values and able to collect quality data from the business we will be end up good model

Activity Index is Now stands at 40% if business able to come up with quality data that helps model to predict good true positive and true negative rate

Other Important column is Total Time Spent on Website now it stands at 35%, this data should be focusses a bit more, operations dept need to consider this high priority this contributes to some columns like profile score and asymmetric scores

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.

1. Segment and Prioritize:
 - Identify leads predicted as '1' and prioritize them based on their conversion probability.
2. Craft Personalized Messages:
 - Develop personalized and compelling outreach messages, incorporating specific details about the leads.
3. Multichannel Outreach:
 - Implement a multichannel strategy, including phone calls, emails, and other communication channels.
4. Follow-Up Sequences:
 - Set up follow-up sequences for leads who don't respond immediately, utilizing a series of emails or calls.
5. Offer Special Incentives:
 - Introduce exclusive incentives during this period, such as discounts or additional services, to motivate lead action.
6. Quick Response Time:
 - Ensure swift responses to interested leads, emphasizing professionalism and enhancing conversion chances.
7. Intern Training:
 - Thoroughly train interns on the product, sales process, and effective communication strategies.
8. Continuous Monitoring and Adaptation:
 - Monitor outreach performance, track metrics, and adapt strategies based on results and feedback.
9. Feedback Loop:
 - Establish a feedback loop between the sales and data science teams, sharing insights for model improvement.
10. Collaboration:
 - Foster collaboration within the team, sharing successful strategies and insights to enhance overall performance.

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.

1. Review Performance:
 - Conduct a comprehensive performance review to identify areas where the team has excelled and achieved quarterly targets early.
2. Establish New Objectives:
 - Define new objectives and tasks for the sales team aligned with broader company goals, such as market research, product improvement suggestions, or strategic planning.
3. Invest in Training:
 - Utilize the extra time for training and skill development through workshops, online courses, or mentorship programs to enhance the team's capabilities.
4. Nurture Customer Relationships:
 - Focus on nurturing relationships with existing customers, including sending appreciation messages, conducting satisfaction surveys, and gathering feedback for future improvements.
5. Conduct Market Research:
 - Allocate time for market research to identify new opportunities, trends, and potential areas for business expansion.
6. Create Content:
 - Invest in content creation, such as blog posts, whitepapers, or case studies, to support future marketing and sales efforts.
7. Strategic Planning Sessions:
 - Engage the team in strategic planning sessions to identify long-term goals and devise plans for achieving them.
8. Participate in Networking:
 - Encourage participation in industry events, webinars, or networking activities to build connections and stay updated on industry trends.
9. Promote Internal Collaboration:
 - Promote collaboration within the sales team and with other departments through cross-functional projects to enhance overall organizational efficiency.
10. Automation and Process Improvement:
 - Use the time to evaluate and improve sales processes, exploring automation tools that can streamline tasks and improve efficiency.
11. Evaluate Sales Tools and Technologies:
 - Assess the effectiveness of existing sales tools and technologies, considering upgrades or new implementations to enhance productivity.
12. Analyze Performance Metrics:
 - Analyze performance metrics to understand what contributed to early achievement of quarterly targets, using these insights to refine future strategies