

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Lead Origin: Lead Add Form
 - What is your current occupation: Working Professional
 - Total Time Spent on Website
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?
 - Lead Origin: Lead Add Form
 - What is your current occupation: Working Professional
 - Last Activity: SMS Sent
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.
 - a. Focus on High-Probability Leads:
Utilize the lead scoring model to identify the leads that have been predicted as 1
 - b. Prioritize Phone Calls:
Given the goal of converting almost all potential leads, phone calls should be the primary mode of communication.
 - c. Efficient Call Management:
Implement a systematic call management system to ensure that all potential leads are contacted.
 - d. Customized Call Scripts:
Prepare customized call scripts for the interns to follow during their conversations with potential leads.
 - e. Training and Supervision:
Provide thorough training to the interns regarding the courses offered by X Education, common objections or queries, effective communication techniques, and sales strategies.
 - f. Monitor and Track Progress:
Regularly monitor and track the progress of the interns' activities and their conversion rates.
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.
 - a. Refine Lead Scoring Criteria:

Review and refine the lead scoring criteria used by the company. Adjust the thresholds or weights assigned to different variables in the lead scoring model to identify leads that have a higher likelihood of conversion without relying solely on phone calls. This will help prioritize leads that are more likely to convert through other means.

- b. **Implement Targeted Email Campaigns:**
Instead of making phone calls, focus on targeted email campaigns.
- c. **Optimize Content Marketing Efforts:**
During this time, invest in content marketing initiatives to attract and engage potential leads.
- d. **Enhance Online Engagement:**
Leverage digital channels to engage with leads and prospects.
- e. **Implement Live Chat Support:**
Incorporate a live chat feature on the website to facilitate real-time interactions with leads.
- f. **Measure and Analyze Performance:**
Continuously measure and analyze the performance of the email campaigns, content marketing efforts, and online engagement activities.