

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

Based on the logistic regression model, the most important numerical variables affecting the lead conversion are:

- Total Time Spent on Website: The higher the time spent, the more is the interest.
- Lead Origin: Leads from sources like "API" or "Landing Page Submission" tend to convert more.
- Last Activity: Actions like "Email Opened" or "SMS Sent" indicate engagement.

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 Source: Organic search, Direct Traffic, and Google tend to provide more converting leads.
- Lead Quality: "High" and "Might Be" have better conversion rates.
- Specialization: Some of the fields like "Finance Management" or "Banking" may have better conversion rates.

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.

- Lowering the Lead Score Threshold: Since interns will be available, widen the pool of leads to those with the of scores ≥ 30 or 40 instead of 50.
- Prioritizing Calls for High Engagement Leads: Should focus on those who spent more time on the website, filled multiple forms, or interacted with emails.
- Apply a Multi-Touch Approach: Send follow-up emails and SMS reminders in addition to calls.

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.

- Increasing the Lead Score Threshold: Only call leads with scores of ≥ 80 to ensure the maximum chance of conversion.
- Prioritizing Referral Leads: Leads from the past customers tend to have higher conversion rates.
- Using Automated Emails & SMS First: Instead of calls, send automated follow-ups and only call if the lead engages.