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

Ans: The three leading variables that significantly enhance the probability of lead conversion are as follows:
   1. Current Occupation_Working Professional
   2. Lead Add Form
   3. Lead Source_Welingak 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?

Ans: To improve the probability of lead conversion, it's essential to prioritize attention on the top three categorical/dummy variables within the model:

   1. Current Occupation_Working Professional
   2. Lead Add Form
   3. Lead Source_Welingak Website

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.

Ans: During X Education's intern hiring season, they can deploy the following strategies to boost lead conversion rates effectively:

1. Prioritize High-Scoring Leads: Concentrate efforts on leads predicted as "1" by the model, as they have the highest conversion potential. This prioritization ensures optimal efficiency during the hiring period.

2. Personalize Outreach: Enhance communication by tailoring emails and phone calls to each lead individually. Personalized interactions demonstrate a sincere interest in potential customers, increasing conversion likelihood.

3. Increase Phone Outreach: Make a concerted effort to escalate the number of phone calls. Phone calls have proven effective for lead conversion, and a higher call volume enhances the chances of success.

4. Offer Special Incentives: Provide exclusive incentives to entice potential customers into enrolling in courses. Discounts, free trials, or other appealing offers make the courses more enticing and can sway prospects toward conversion.

By implementing these strategies, X Education can optimize lead conversion rates and maximize success during the intern hiring season.

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.

Ans: During quarters when the company achieves its target ahead of schedule, the sales team can strategically redirect their focus towards other activities, such as lead nurturing and engaging with existing customers. This approach not only helps maintain customer satisfaction but also opens doors to potential upselling opportunities in the future.

To reduce the rate of unproductive phone calls, the company can implement a lead scoring system that ranks leads based on their conversion likelihood. Subsequently, the sales team can prioritize their outreach efforts, concentrating on leads with the highest scores, thereby enhancing the probability of successful conversions. Furthermore, the team can initiate personalized and targeted email campaigns for leads with lower scores, nurturing them until they are prepared to convert.s