Assignment Subjective questions

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 following variables contribute most to the probability of a lead getting converted:

- **Total Time Spent on Website (4.51):**
    - Leads spending more time are highly likely to convert.
    - Improve engagement strategies (interactive content, chatbots, personalized recommendations).
- **Lead Source_Welingak Website (3.27):**
    - Leads from this source have a higher probability of conversion.
    - Increase marketing efforts on this platform.
- **Last Notable Activity_Had a Phone Conversation (3.26):**
    - Direct interactions via phone calls positively impact conversion.
    - Prioritize leads who had phone conversations for follow-ups.

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?

The following categorical variables should be focused on to increase lead conversion rates:

- **Lead Source_Welingak Website (3.27):**
    - Leads from this source have a higher probability of conversion.
    - Increase marketing efforts on this platform.
- **Last Notable Activity_Had a Phone Conversation (3.26):**
    - Direct interactions via phone calls positively impact conversion.
    - Prioritize leads who had phone conversations for follow-ups.
- **Current Occupation_Working Professional (2.38):**
    - Working professionals have a higher conversion rate.
    - Create targeted marketing campaigns for this group.

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.

During this phase, when X Education has 10 interns assisting the sales team, the focus should be on maximizing conversions. The following strategies should be employed:

- **Prioritize calls to high-probability leads** identified as **1** by the model.
- **Target leads with high 'Total Time Spent on Website'**, as they show strong interest.
- **Give priority to working professionals**, as they have a higher conversion likelihood.
- **Engage leads from 'Lead Add Form' and 'Welingak Website'** via direct calls and follow-ups.

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.

When the company reaches its sales target before the quarter ends, the focus shifts to reducing unnecessary calls. The following strategies should be adopted:

- **Restrict calls to only critical leads**, such as those with recent SMS or phone interactions.
- **Avoid calling leads with low website interaction**, as their conversion probability is lower.

- **Use SMS follow ups instead of calls** to maintain engagement without excessive sales effort.
- **Leverage lead scoring thresholds**—only call leads above a set probability score to maximize efficiency.