

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

Ans:

Based on the provided summary, the three variables with the highest positive coefficients are:

1. **tags_Closed by Horizon** (coef = 9.7764)
2. **tags_Will revert after reading the email** (coef = 4.4932)
3. **tags_Busy** (coef = 4.0232)

2. What are the top three categorical/dummy variables in the model that should be prioritized to enhance lead conversion probability?

Ans:

1. **tags_Closed by Horizon** (coef = 9.7764)
2. **tags_Busy** (coef = 4.0232)
3. **tags_Will revert after reading the email** (coef = 4.4932)

3. X Education has a two-month period each year during which they hire interns. The sales team, in particular, gets around 10 interns assigned to them. During this phase, they aim to maximize lead conversion aggressively. Their goal is to ensure that almost all potential leads (i.e., those predicted as '1' by the model) are converted, and they want to reach out to as many of these leads as possible via phone calls. What strategy should they implement at this stage?

Ans:

Aggressive Lead Conversion Strategy During Intern Period

- Leverage the **Lead Score (0-100)** as the primary selection criterion.
- Target leads with a **score above 70** to ensure a higher likelihood of conversion.
- Prioritize outreach to leads who:
 - Spend significant time on the website.
 - Visit the website multiple times.
- Engage through top-performing lead sources.

- Implement a **fast and personalized outreach** approach for high-scoring leads.
- Train interns to utilize the predictive model for **data-driven decision-making**.
- Design a **structured follow-up plan** with multiple touchpoints to nurture high-potential leads.

4. At times, the company reaches its quarterly target ahead of schedule. During this period, they want the sales team to focus on additional tasks instead of making unnecessary phone calls. Their objective is to minimize the rate of unproductive calls unless absolutely necessary. What strategy should they adopt in this situation?

Ans:

Strategy to Reduce Unnecessary Calls

- **Filter Leads by Priority:** Only call **Very High & High Priority** leads, while automating outreach for others.
- **Define Clear Call Criteria:**
 - **Very High Priority** → Immediate follow-up via calls.
 - **High Priority** → Limited calls supplemented with automated follow-ups.
 - **Medium/Low Priority** → Fully automated engagement.
- **Optimize Resources:** Focus on leads with the highest conversion potential and return on investment (ROI).
- **Streamline Outreach:** Implement a triage system to efficiently allocate calls only where necessary.