

Questions

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

The **top three variables** with the **highest positive coefficients** in the logistic regression model are:

1. **Tags_Will revert after reading the email** → This suggests that leads who indicate they will respond to an email are highly likely to convert.
2. **Tags_Unknown** → Unknown tags may indicate incomplete but interested leads that still convert at a high rate.
3. **Tags_Closed by Horizon** → This suggests that leads closed by the Horizon system were valuable conversions.

These variables have the **strongest positive influence** on lead conversion.

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 **top three categorical variables** with high impact on conversion are:

1. **Last Activity_SMS Sent** → Sending an SMS increases engagement and likelihood of conversion.
2. **Last Notable Activity_Had a Phone Conversation** → Leads who had a phone conversation with the sales team have a much higher chance of conversion.
3. **Tags_Busy** → Even if a lead is busy, the persistence of follow-ups might lead to eventual conversion.

3. Strategy for Aggressive Lead Conversion During Intern Hiring Period

Since X Education wants **maximum conversions** during this period, they should:

- ✓ **Prioritize calls to leads with high lead scores (above 70).**
- ✓ **Use SMS and email follow-ups** to reinforce engagement before calling.

- ✅ **Allocate interns to assist in handling follow-ups for lower-scoring leads.**
 - ✅ **Call multiple times if the lead is tagged as "Will revert after reading the email" or "Busy."**
 - ✅ **Increase calling frequency during peak hours** (early morning or evening when leads are likely free).
- 👉 **Outcome:** This ensures maximum conversions while utilizing interns effectively.

4. Strategy for Minimizing Unnecessary Calls When Targets Are Met

Since X Education wants to **reduce unnecessary calls**, they should:

- ✅ **Only call leads with a score above 90** to ensure minimal effort is spent.
- ✅ **Rely more on email and SMS follow-ups** instead of calls for lower-scoring leads.
- ✅ **Use a stricter threshold for calling**, e.g., only call if the lead has opened the last 2 emails.
- ✅ **De-prioritize leads tagged as "Wrong number given" or "Tags_number not provided"** since they rarely convert.
- ✅ **Reallocate sales efforts to upselling existing customers** instead of chasing low-potential leads.

👉 **Outcome:** This **reduces wasted calls** while maintaining high-value conversions.

Final Summary

- 📌 **To increase conversions:** Focus on **SMS, phone conversations, and re-engaging busy leads.**
- 📌 **During aggressive lead conversion:** Prioritize **high lead scores, SMS, and persistent follow-ups.**
- 📌 **To minimize unnecessary calls:** Use **higher score thresholds, email/SMS over calls, and de-prioritize low-potential leads.**