

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

a. Lead Source_Welingak Website	2.854084
b. Lead Origin_Lead Add Form	2.451586
c. What is your current occupation_Working Professional	2.450217
  
- 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?
  - a. Lead Source\_Welingak Website: 2.854084
    - i. We should focus on more budget/spend on Welingak Website in terms of
    - ii. advertising, etc. to attract more leads.
  - b. Lead Origin\_Lead Add Form: 2.451586
    - i. More leads originated from lead add form
  - c. What is your current occupation\_Working Professional: 2.450217
    - i. We should develop tailored messaging and engage working professionals
    - ii. through communication channels based on their engagement impact
  
- 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.
  - a. Based on the given variables and their coefficients, X Education can apply the following technique to increase lead conversion throughout the intern-hiring period:
    - i. Concentrate on high-potential leads: Leads from the following sources have a better possibility of conversion based on the stated coefficients:
      - 1. Welingak Website ,Add form,Working Professional
  - b. As a result, throughout the intern-hiring time, the sales team should prioritise phoning leads from these sources.
  - c. Use effective communication channels: Leads who have received SMS messages and opened emails are more likely to convert.
  
- 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.
  - a. The sales staff can utilise the following techniques to reduce the number of unnecessary phone calls when the company meets its quarterly sales target ahead of schedule.

strategy:

Concentrate on lead nurturing activities such as personalised emails, SMS messages, and targeted social media posts.

newsletters.

Sending automatic SMS to clients with a high possibility of receiving converted

Collaborate with sales, management, and data scientists to form teams.

fine-tune the model and collect feedback on what worked and what did not.

Create a strategy for offering discounts or incentives to potential clients in order to

Motivate them to take action.

Concentrate on developing relationships with potential consumers through other means.

Email, social media, and chatbots are examples of communication channels.

Collect feedback from current consumers to improve the quality of the leads.