

Q1: Top Three Variables Contributing Most to Lead Conversion Probability

The top three variables in the model that contribute most toward the probability of a lead getting converted are:

1. **Total Time Spent on Website:** This is the most significant predictor of lead conversion. The more time a lead spends on the website, the higher the likelihood of conversion.
2. **Lead Origin:** Lead Origin is a good indicator of knowing the conversion probability.
3. **Current Occupation:** Current occupation is also a good indicator of knowing the conversion probability. For e.g. Working professionals have a significantly higher likelihood of converting.

These variables show a strong correlation with the likelihood of a lead being converted, indicating their importance in the lead scoring model.

Q2: Top Three Categorical/Dummy Variables to Focus on for Increasing Lead Conversion Probability

The top three categorical/dummy variables in the model which should be focused on to increase the probability of lead conversion are:

1. **Current Occupation – Working Professional (occupation_Working Professional):** Working professionals have a significantly higher likelihood of converting.
2. **Lead Origin - Lead Add Form (lead_origin_Lead Add Form):** Leads originating from Lead add form have a higher conversion probability.
3. **Last Activity - SMS Sent (last_activity_SMS Sent):** Leads whose last activity was an SMS sent are more likely to convert. Focusing on sending targeted SMS messages could improve conversion rates.

Q3: Strategy for Aggressive Lead Conversion During Internship Period

When X Education wants to aggressively convert leads during the internship period, they should adopt the following strategy:

1. **Lower the Probability Cutoff:** To make lead conversion more aggressive, the company can lower the probability cutoff from 0.369 to a lower value. This would increase the number of leads classified as 'hot' (i.e., predicted as 1 by the

model). The sales team, including interns, can then focus on contacting as many of these leads as possible to push for conversion.

2. **Focus on High-Impact Activities:** The sales team and interns should prioritize high-impact activities like personalized follow-ups, offering limited-time discounts, or scheduling calls with leads who have already shown significant interest.

Q4: Strategy for Minimizing Useless Phone Calls When Targets Are Met

When the company wants to minimize phone calls unless necessary, they should implement the following strategy:

1. **Raise the Probability Cutoff:** To reduce the number of phone calls, the company can raise the probability cutoff above 0.369. This will narrow down the leads considered 'hot', ensuring that only the most promising leads are contacted.
2. **Use Precision-Focused Approaches:** The sales team should use a more precision-focused approach, such as sending automated emails or targeted ads, to engage with leads before making any calls. Only leads that respond positively or show additional signs of interest should be contacted directly.

This approach will help minimize unnecessary calls while still engaging with potential leads who are most likely to convert.