

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

The top three variables in terms of coefficient importance (absolute values) from the logistic regression model are:

- Tags_Will revert after reading the email (positive influence)
- Tags_Interested in other courses (negative influence)
- Asymmetrique Activity Score (positive influence)

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?

- Tags_Will revert after reading the email
- Tags_Interested in other courses
- Tags_Ringing

These variables indicate the immediate responsiveness or interest of the leads and should be monitored closely to increase conversions.

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 the company wants to aggressively target all potential leads, X Education should focus on the leads predicted as most likely to convert (i.e., those classified as '1' by the model). A suitable strategy would be to prioritize contacting these leads through multiple channels (email, phone calls, follow-up messages) to ensure a higher conversion rate. Interns can be allocated to reach out to this list, using the model's lead scoring to focus on high-probability leads first.

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 X Education has reached its quarterly targets, they can adopt a more conservative approach by focusing only on the highest scoring leads. They should minimize contact with leads that are predicted to have a lower probability of conversion. This could be achieved by setting a threshold lead score, above which only high-potential leads are contacted. Leads predicted as unlikely to convert should not receive calls unless other criteria (e.g., special interest or actions on the website) are met. This will help optimize the sales team's time and reduce unnecessary outreach.