

## **Subjective Question**

**Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

**Answer:** The top three variables that contribute most towards the probability of a lead getting converted are:

1. **Total Time Spent on Website:** This variable has a significant positive impact on the likelihood of conversion. The more time a lead spends on the website, the higher the chances of conversion.
2. **Lead Source\_Welingak Website:** Leads coming from the Welingak Website are more likely to convert compared to other sources.
3. **Last Activity\_SMS Sent:** Leads who received an SMS as their last activity have a higher probability of conversion.

**Q2. 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?**

**Answer :** The top three categorical/dummy variables that should be focused on to increase the probability of lead conversion are:

1. **Lead Source\_Welingak Website:** Leads coming from the Welingak Website have a higher likelihood of conversion. Focusing on this source can help improve conversion rates.
2. **Last Activity\_SMS Sent:** Leads who received an SMS as their last activity show a higher probability of conversion. Enhancing SMS communication strategies could be beneficial.
3. **Current Occupation\_Working Professional:** Leads who are working professionals tend to have a higher conversion rate. Tailoring marketing efforts to this demographic can increase conversions.

These variables were identified through the logistic regression model and feature selection process, indicating their strong influence on lead conversion

**Q3. 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.**

**Answer:** To make the lead conversion more aggressive during the intern period, X Education can employ the following strategy:

1. **Prioritize High-Probability Leads:** Focus on leads predicted as 1 by the model.
2. **Structured Call Script:** Develop detailed scripts for interns to follow.
3. **Training:** Train interns with role-playing exercises.
4. **Follow-Up:** Implement a follow-up strategy for non-converted leads.
5. **Monitor Performance:** Track and optimize intern performance.
6. **Incentivize:** Offer performance-based incentives to interns.

**Q4. 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.**

**Answer:** When the company reaches its target for a quarter ahead of the deadline and wants to minimize unnecessary phone calls, they can employ the following strategy:

**Strategy to Minimize Unnecessary Phone Calls**

1. **Automated Communication:**
  - Use automated emails and SMS to engage with leads initially. This can help filter out leads who are not interested, reducing the need for phone calls.
2. **Segment and Personalize:**
  - Segment leads based on their behavior and preferences. Personalize communication to address their specific needs and interests, making interactions more effective.
3. **Implement a Call-Back System:**
  - Instead of making outbound calls, implement a system where leads can request a call-back at their convenience. This ensures that calls are made only when necessary and when the lead is available.

By implementing these strategies, the company can maintain engagement with leads while minimizing unnecessary phone calls, ensuring that the sales team remains productive and focused on high-value activities