

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

#### Ans - Top Three Variables Contributing to Lead Conversion

The top three variables in your model that contribute most towards the probability of a lead getting converted are typically determined by examining the coefficients (for linear models like logistic regression) or feature importances (for models like decision trees or random forests). These variables might include:

**Total Time Spent on Website:** This feature often indicates the level of interest or engagement of the lead with the company's offerings.

**Page Views per Visit:** A higher number of page views might suggest that the lead is more interested in exploring different products or services.

**Last Activity:** Whether the last activity was a relevant one (e.g., downloading a brochure, viewing a course page, etc.) can significantly affect the conversion probability.

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?

#### Ans - Top Three Categorical/Dummy Variables to Focus On

The top three categorical or dummy variables that should be focused on to increase the probability of lead conversion might include:

**Lead Source:** Different lead sources can have varying conversion rates. Focusing on leads from sources with historically higher conversion rates can be effective.

**Lead Origin:** Understanding where the lead originated from (e.g., organic search, paid ads, etc.) can help tailor the approach to conversion.

**Last Notable Activity:** This could include activities like "Email Opened," "Form Submitted," etc. Identifying which activities lead to higher conversions can help prioritize leads.

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.

## **Ans - Strategy for Aggressive Lead Conversion During Internship Period**

During the internship period, when the goal is to aggressively convert as many leads as possible, the strategy could be:

- **Maximize Outreach to High-Probability Leads:** Focus on making phone calls to all leads that have been predicted as likely to convert (i.e., those with a predicted probability close to 1). Utilize the interns to handle a large volume of calls, ensuring that every high-probability lead is contacted.
  - **Prioritize Based on Conversion Probability:** Rank the leads based on their conversion probability and start with the highest ones, ensuring that the most promising leads are contacted 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.

## **Ans - Strategy for Minimizing Useless Phone Calls When Targets Are Met**

When the company has reached its target and wants to minimize unnecessary phone calls, the strategy could be:

- **Increase the Threshold for Conversion:** Set a higher threshold for what is considered a lead that should be contacted. For example, if the model predicts conversion probabilities, only contact those with a very high probability (e.g., 0.9 and above).
- **Focus on High-Risk Leads:** Identify leads that might be on the verge of dropping off or those that need immediate attention, and only make phone calls to those leads.
- **Use Email Follow-ups Instead:** For leads with a lower probability of conversion, consider sending emails instead of making phone calls, reserving calls only for those who respond or show further interest.

By implementing these strategies, the sales team can effectively manage their efforts based on the company's current goals, ensuring a more targeted and efficient approach to lead conversion.