

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

ANSWER :

- Tags\_Lost to EINS – Leads tagged as "Lost to EINS" significantly impact conversion probability.
- Tags\_Closed by Horizon – Closure by Horizon plays a major role.
- Tags\_Will revert after reading the email – Leads that promise to revert after reading emails show high conversion likelihood.

**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?**

ANSWER:

- Lead Source (e.g., Welinkak Website) – Identifying the most effective lead sources can help target efforts.
- Lead Profile (e.g., Other Leads, Potential Leads) – Certain profiles show higher conversion rates.
- Last Activity (e.g., SMS Sent) – Specific activities increase conversion chances.

**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.**

ANSWER:

During the aggressive conversion period (when interns assist sales teams):

- Focus on leads with high conversion probability (those with strong engagement, specific tags, and high-scoring sources).
- Prioritize outreach via SMS or email, as those actions have a notable impact.
- Reduce follow-ups on leads previously marked as "Lost."

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.

ANSWER:

During the period when the target has been reached (minimizing unnecessary calls):

- Use strict lead scoring to contact only the highest-converting potential leads.
- Avoid low-priority tags like "Lost to EINS" and "Closed by Horizon."
- Limit outreach to only high-engagement leads based on past interactions.