

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

Top three Variables which Contributed the most in leads Conversions in logistics regression are -

- Asymmetric Activity Score.
- Total Time Spent on Website
- Asymmetric Profile Score

1. What are the top 3 categorical/dummy variables in the model that should be focused the most on in order to increase the probability of lead conversion?

The top three categorical Variables that Contributed the most to lead Conversions in the logistics regression model are

- Last Notable Activity
- What matters most to you in choosing a course
- Last Activity

1. 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 the 2-month hiring period, X Education can employ the following strategy to make lead conversion more aggressive:

- **Prioritize High-Probability Leads:** Focus on potential leads which are predicted as "1" by the Logistic Regression model, indicating a higher likelihood of conversion.
- **Sales Training:** Provide training to the sales team to improve their communication and persuasion skills. This is crucial for converting leads effectively.
- **Follow-Up:** Implement a systematic follow-up process to maintain engagement with potential leads. This can include sending reminders, sharing relevant content, and addressing any queries promptly.
- **Feedback Loop:** Establish a feedback mechanism to gather insights from the sales team and leads. This data can be used to fine-tune the strategy during the 2-month period.
- **Performance Metrics:** Define clear metrics for success, such as conversion rates, and regularly monitor and adjust the strategy based on the results.

By combining these strategies, X Education can maximize lead conversion during their hiring period.

1. 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.
 - **Data-Driven Lead Scoring:** Implement a robust lead scoring system that uses data to identify and prioritize the most promising leads. Focus on leads with a higher likelihood of conversion, which minimizes the need for unnecessary calls.
 - **Lead Qualification Criteria:** Clearly define lead qualification criteria based on factors such as budget, need, and timeline. Ensure that leads meet these criteria before initiating phone calls.

- **Opt-In Approach:** Only make phone calls to leads who have explicitly expressed interest or opted in for communication. This reduces the chances of reaching uninterested or unqualified prospects.
- **Nurturing Existing Relationships:** Instead of making new cold calls, allocate resources to nurture existing client relationships. This can lead to upselling or referrals, which are often more fruitful than cold outreach.

By implementing these strategies, the company can make the most of the time when they've already met their quarterly target, minimizing the rate of useless phone calls while focusing on more strategic and long-term initiatives.

Attaching few other EDA plots to support the claims made above