

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

Answer: To identify the top three variables contributing most to the probability of a lead being converted, we need to look at the **coefficients** (coef column) from the model output, as the higher the coefficient, the greater the impact that variable has on the conversion likelihood.

Top three variables (without considering exact dummy vars) that figure in the model are:

- **Tags_Closed by Horizzon (coef: 7.0758)**
- **Tags_Lost to EINS (coef: 6.4033)**
- **Tags_Will revert after reading the email (coef: 4.5829)**

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: Top Three Categorical/Dummy Variables to Focus On for Increased Conversion are determined by negative coefficients that are pulling down the lead conversion probability:

- **Tags_Ringing: Coefficient: -3.4824**
- **Tags_switched off: Coefficient: -3.9229**
- **Last Notable Activity_Modified: Coefficient: -1.8094**

For all the above factors the team should investigate the reasons of the tags. May be look at alternative channels of reaching out to the leads for switched off and for ringing reach out at an alternative timeslot. For the "modified" activity, the team should look at the reason and make sure that the leads either do not modify profile or update verified and up to date information.

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 this period, the goal is to increase the conversion rate for predicted "1" (positive conversion) leads. Here's a strategy that could be effective:

- **Target High-Probability Leads:** Since the model predicts the likelihood of conversion, prioritize making phone calls to those leads predicted to convert with the highest probability. These would be the leads with a score closer to 1 in the model's prediction.

- **Leverage the Most Impactful Variables:** Focus on leads from **Welingak Website**, those who have interacted with **SMS Sent**, and those tagged with **Closed by Horizon**, **Lost to EINS** and **Will revert after reading the email**, as these variables have high positive coefficients and indicate higher conversion potential.
 - **Segment leads based on urgency:**
 - o Hot leads (most likely to convert) → Call immediately.
 - o Warm leads (moderate probability) → Follow-up via email first, then call.
 - o Low-engagement leads → Send personalized follow-ups before calling.
 - **Phone Call Strategy:**
 - o **Immediate Follow-Up:** Have interns make follow-up calls immediately after an email or SMS is sent (considering the positive coefficient for "Last Activity_SMS Sent").
 - o **Personalized Communication:** Use insights from tags like "Busy" or "Ringing" to tailor the conversation, perhaps scheduling calls at times when leads are less likely to be busy.
 - **Use the Interns Efficiently:** Interns can focus on high-potential leads, working in shifts to ensure as many high-probability leads as possible are contacted, ensuring that the conversion rates are maximized during this phase.
 - o Allocate dedicated interns to hot leads for immediate follow-up.
 - o Use a scripted call approach based on past conversion success.
 - o Keep call logs updated to track responses and next actions.
 - **Monitoring and Feedback:** Regularly review the conversion rates to adjust strategies. Use feedback from interactions to refine the approach.
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 phase when the company has already reached its target, the goal is to minimize unnecessary phone calls. Here's a strategy to adopt:

- **Prioritize Calls Based on Model Predictions:** Only make calls to leads with a very high probability of conversion, particularly those with critical tags like "Closed by Horizon" or "Lost to EINS", indicating they might need minimal nudging to convert.
- **Optimize Communication:** For leads tagged with negative indicators like "Ringing" or "Switched off", consider using automated systems or delaying calls until more appropriate times or methods can be identified.
- **Focus on New Initiatives:** With fewer calls needed, redirect intern efforts towards market research, content creation, or customer satisfaction surveys to gather more data for future models or to enhance marketing strategies.

- **Data Analysis:** Use this time to analyze conversion patterns, update the model, and prepare for future campaigns, ensuring that when aggressive conversion is needed again, strategies are data-driven and optimized.
- **Automate or Reroute:** For lower-priority leads, consider automating responses (e.g., through email or other channels) rather than making a phone call. This allows the sales team to focus only on those leads with a higher chance of conversion.

By reducing efforts on low probability leads and focusing only on those likely to convert, the sales team can avoid "wasting" time on less promising contacts.