

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

To determine the top variables, we look at the features with the highest positive coefficients in our final logistic regression model. A higher coefficient indicates a stronger positive influence on a lead's likelihood to convert.

The top three variables based on their coefficients are:

- a. Lead Source - Welingak Website (Coefficient: 3.23): Leads that come from the Welingak Website are, by far, the most likely to convert. This channel generates exceptionally high-quality prospects.
- b. Lead Profile - Lateral Student (Coefficient: 2.97): Leads that are categorized under the 'Lateral Student' profile have the second-highest probability of converting, identifying them as a key segment.
- c. Occupation - Working Professional (Coefficient: 2.44): A lead's status as a 'Working Professional' is the third most powerful predictor, confirming that this demographic is a core target for conversions.

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

The top categorical variables to focus on are the same as the top overall variables, as they represent specific, actionable categories that drive conversions. Focusing efforts on these areas will yield the highest return on investment.

The top three categorical variables to focus on are:

- a. Lead Source - Welingak Website:
 - Why it Matters: This is the single best source for generating convertible leads.
 - Actionable Insight: Marketing and partnership efforts should be strengthened with Welingak to maximize lead flow from this high-performing channel.
- b. Lead Profile - Lateral Student:
 - Why it Matters: This specific profile identifies a segment with a very high propensity to buy.
 - Actionable Insight: Investigate the characteristics of 'Lateral Students'. Understanding where they come from and what their motivations are can help create targeted campaigns to attract more of them.
- c. Occupation - Working Professional:
 - Why it Matters: This demographic is your ideal customer profile.
 - Actionable Insight: Continue tailoring marketing messaging and course offerings to address the career goals and needs of working professionals to attract more of these high-value 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. Suggest a good strategy they should employ at this stage.

For an aggressive conversion strategy where the goal is to contact as many potential leads as possible (maximizing Recall/Sensitivity), the focus should be on breadth and speed.

A good strategy would be:

- a. Use a Lower Lead Score Threshold: Set the target threshold for outreach to a Lead Score of 35 or above. Our model shows this cutoff successfully identifies approximately 79% of all potential conversions, ensuring interns don't miss out on promising leads.
- b. Create a Tiered Calling System:
 - o Tier 1 (Scores > 80 - "Very High Priority"): These are the hottest leads. Interns should call these leads immediately with a personalized approach.
 - o Tier 2 (Scores 35 - 79 - "High & Medium Priority"): This is the largest group of potential leads. Interns should systematically work through this list to ensure broad coverage. The goal here is volume and consistent follow-up.
- c. Train Interns on Key Talking Points: Equip interns with scripts tailored to the lead's profile. For example, if a lead is a "Working Professional," the conversation should focus on career advancement and flexible scheduling.
- d. Implement a Rapid Follow-up Cadence: For leads in these tiers, establish a structured process of multiple touchpoints (e.g., call, email, SMS) over a short period to maintain engagement and momentum.

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 and minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

To minimize unnecessary calls, the strategy should shift from breadth to precision (maximizing Precision), ensuring that every call made is to a lead who is almost certain to convert.

A good strategy would be:

- a. Use a High Lead Score Threshold: The sales team should only call leads with a score of 80 or higher ("Very High Priority"). This dramatically increases the chance that each call results in a conversion and is a highly efficient use of their time.
- b. Automate Nurturing for All Other Leads:
 - o Leads with scores between 40-79 ("High" and "Medium" priority) should be placed into an automated email and SMS nurturing campaign. This keeps them engaged without requiring manual effort from the sales team.
 - o Leads with scores below 40 ("Low" priority) can be added to a general monthly newsletter or deprioritized entirely for this period.
- c. Maximize ROI per Call: This strategy ensures that the sales team's valuable time is spent exclusively on leads that have the highest probability of converting, maximizing the return on investment for their efforts and freeing them up for other tasks.