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

**Answer**

The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

* 1. Lead Source\_Welingak Website: 5.39
  2. Lead Source\_Reference: 2.93
  3. Current\_occupation\_Working Professional: 2.67

1. **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**

* 1. Lead Source\_Welingak Website: 5.39 - To increase the probability of lead conversion, more budget and spending should be allocated towards advertising and promoting the Welingak Website.
  2. Lead Source\_Reference: 2.93 - Offering incentives or discounts for providing references that convert to leads can encourage customers to provide more references.
  3. Current\_occupation\_Working Professional: 2.67 - Since working professionals have a higher conversion rate, it's important to engage them through effective communication channels. This can be achieved by tailoring the messaging based on their interests and needs, and using communication channels that are most effective for this target group, such as LinkedIn, professional networks, and industry-specific events. By engaging them in a meaningful way, we can build a relationship of trust and increase the likelihood of converting them into leads.

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.**

**Answer**

During the intern-hiring period, X Education can adopt the following strategy to increase the lead conversion rate:

* 1. Prioritize leads with high potential: Leads from sources such as Welingak Website (with a coefficient of 5.39), Reference (with a coefficient of 2.93), and Working Professional (with a coefficient of 2.67) have a higher likelihood of conversion. Hence, the sales team should give priority to calling leads from these sources.
  2. Develop tailored messaging: To engage working professionals, X Education can develop customized messaging and communication channels based on their interests and needs. This can help in establishing a stronger connection with the leads and improving the chances of conversion.
  3. Offer incentives: X Education can offer incentives and discounts for providing references that convert to lead. This can encourage more references and increase the number of potential leads.

To maximize lead conversion during the intern-hiring period, X Education should prioritize leads from high-potential sources, utilize effective communication channels, increase website engagement through targeted advertising, and maintain a multi-channel approach to engage potential leads through various channels.

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**.

**Answer**

To avoid making useless phone calls when the sales target for a quarter is reached before the deadline, the sales team can adopt the following strategies:

* Engage in lead nurturing activities like personalized emails, SMS messages, and targeted newsletters.
* Use automated SMS messages to reach out to customers with high conversion likelihood.
* Collaborate with sales, management, and data science teams to refine the model and gather feedback.
* Offer incentives or discounts to potential customers to encourage them to take action.
* Build relationships with potential customers through other communication channels such as email, social media, or chatbots.
* Obtain feedback from existing customers to improve lead quality and optimize conversion rates.