

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

Ans: Based on the coefficients provided in the model summary, the top three variables that contribute most towards the probability of a lead getting converted are:

1. Lead Origin_Lead Add Form: This variable has the highest coefficient of 4.6094, indicating that leads originating from the lead add form have a strong positive influence on the conversion probability.
2. What is your current occupation_Working Professional: This variable has a coefficient of 3.7733, suggesting that leads who are working professionals have a significant impact on the likelihood of conversion.
3. What is your current occupation_Other: This variable has a coefficient of 1.3254, indicating that leads with occupations categorized as "Other" also contribute positively to the probability of conversion.

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?

The top three categorical/dummy variables that should be focused on the most in order to increase the probability of lead conversion, based on the model coefficients, are:

1. Lead Origin_Lead Add Form: Focusing on this variable, such as optimizing the lead add form or targeting campaigns towards leads who have interacted with the form, could potentially increase the conversion rate.
2. What is your current occupation_Working Professional: Targeting and tailoring marketing strategies specifically towards working professionals, addressing their needs and pain points, could improve the chances of converting such leads.
3. What is your current occupation_Other: Focusing on understanding the specific needs and preferences of leads with diverse occupations falling under the "Other" category and creating personalized approaches for engaging them could enhance the conversion rate.

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

To make the lead conversion more aggressive during the period when X Education hires interns, the sales team can employ the following strategy:

1. **Prioritize Potential Leads:** Focus on the leads who have been predicted as 1 (i.e., higher chances of conversion) by the model. These leads are more likely to convert into customers, so directing efforts towards them will yield better results.

2. **Segment the Leads:** Divide the potential leads into different segments based on their characteristics, such as demographics, lead source, or lead behavior. This segmentation will help tailor the phone call approach for each segment, ensuring more personalized and effective communication.

3. **Implement a Call Campaign:** Design a structured call campaign to reach out to as many potential leads as possible. Here are some key steps to consider:

- a. Set Goals and Targets
- b. Develop a Script
- c. Training and Guidance
- d. Efficient Calling System
- e. Follow-up Strategy

4. **Monitor and Optimize:** Continuously monitor the campaign's progress and track key metrics, such as the number of calls made, conversion rate, and feedback from leads.

5. 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.

To minimize the rate of useless phone calls during a quarter when the company has already reached its target before the deadline, the sales team can employ the following strategies:

1. Refine lead prioritization based on criteria indicating a higher likelihood of conversion.
2. Implement a lead scoring system to focus on leads with higher scores.
3. Utilize automated lead nurturing through email marketing and targeted campaigns.
4. Optimize the sales funnel to streamline lead qualification and conversion processes.
5. Explore new opportunities and initiatives to contribute to long-term growth.
6. Enhance the CRM system to effectively capture and track lead information.
7. Monitor and analyze data to identify patterns and refine lead targeting strategies.