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 absolute coefficients, the **top three features** are:

1. **Tags\_Lost to EINS** *(Coefficient: 6.51)* → This suggests that leads tagged as "Lost to EINS" were historically very likely to convert. This could mean that they initially considered a competitor but later switched to X Education.
2. **Tags\_Closed by Horizzon** *(Coefficient: 5.65)* → Leads closed by the Horizzon team had a high likelihood of conversion.
3. **Tags\_Will revert after reading the email** *(Coefficient: 4.98)* → Leads who said they would reply after reading the email have a strong chance of converting.

📌 **Business Implication:**

* The **Tags** column is extremely important for predicting conversions.
* Leads marked with "Lost to EINS" or "Closed by Horizzon" should be **prioritized for follow-ups**.
* If a lead says they will **revert after an email**, they should be followed up aggressively to ensure they convert.

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?

Ans.

From the top features list, we see that the most important categorical variables are:

1. **Tags\_Lost to EINS** *(High positive coefficient → Strong impact on conversion likelihood)*
2. **Lead Source\_Welingak Website** *(Coefficient: 1.87 → Indicates that leads coming from this source have a high likelihood of converting.)*
3. **Tags\_Closed by Horizzon** *(Another "Tag" variable showing significant impact.)*

📌 **Business Implication:**

* The **Tags column is crucial** for lead conversion. The company should analyze how leads are tagged and ensure that they are classified correctly.
* **Leads coming from Welingak Website should be prioritized** as they have a higher chance of conversion.
* Sales strategies should focus on leads with **strong tag indicators** for better conversions.

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.

📌 **Business Requirement:**  
For **2 months every year**, X Education hires **10 sales interns**. During this phase, the company wants to aggressively convert as many "hot leads" as possible.

📊 **Model Insights to Use:**

* Leads tagged as **"Lost to EINS"**, **"Closed by Horizzon"**, and **"Will revert after reading the email"** are highly likely to convert.
* Leads from **"Welingak Website"** have a higher conversion rate.

📈 **Suggested Strategy:**

1. **Prioritize Hot Leads**
   * Assign **interns to only the top-scoring leads** from the logistic regression model.
   * Focus on **leads with top-contributing tags** (e.g., "Lost to EINS", "Closed by Horizzon").
2. **Email-First Approach**
   * Since "Will revert after reading the email" is a strong indicator, interns should send **personalized, follow-up emails first** before calling.
   * If there’s no response **within 24 hours**, interns should call them directly.
3. **Create an Urgency Factor**
   * Use **limited-time offers** (e.g., "Special discount for the next 48 hours") to push conversions faster.
   * Highlight testimonials from past students who switched from competitors (like EINS).
4. **Monitor Intern Performance**
   * Assign interns leads **based on performance** (e.g., interns who convert better should get the highest probability leads).
   * Set **daily conversion goals** and track lead status updates in a CRM.

📌 **Expected Impact:**  
By focusing interns on **hot leads**, **email-first** strategy, and **urgency marketing**, X Education can expect **higher lead conversions within the 2-month 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.

📌 **Business Requirement:**  
At times, X Education reaches its **quarterly target before the deadline**. During these phases, the company **doesn't want the sales team to waste time on unnecessary calls** unless they are extremely likely to convert.

📊 **Model Insights to Use:**

* Leads tagged as **"switched off", "ringing", "wrong number given"** have **low conversion rates**.
* Leads with **low logistic regression scores** are unlikely to convert.

📉 **Suggested Strategy:**

1. **Filter Out Cold Leads Automatically**
   * Use the **lead score from the model** to remove **bottom 20% of leads** from the call list.
   * Leads with **negative coefficients (e.g., "switched off", "wrong number given") should not be called**.
2. **Move to an Email-First Approach**
   * Instead of calling, send an **automated email drip campaign** to these leads.
   * If they show **engagement (e.g., clicking on the email, visiting the website)**, then move them back to the call list.
3. **Reduce Call Volume for Non-Engaged Leads**
   * Set a rule: **Only call leads who have engaged (opened an email, clicked a link, or visited the website in the last 7 days).**
   * If a lead doesn’t engage **after 2 email follow-ups**, **mark them as inactive**.

📌 **Expected Impact:**  
By focusing on **only high-probability leads** and using an **email-first approach**, X Education can **save time and effort** while still ensuring **quality conversions**.