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

   Ans: The top three features contributing to lead conversion probability are:

   1) Total Visits
      a) Positive Contribution
      b) A higher number of visits to the platform increases the likelihood of conversion.
      c) Frequent engagement indicates interest, which signals higher intent.

   2) Total Time Spent on Website
      a) Positive Contribution
      b) More time spent on the website correlates with higher interest and a greater probability of conversion.
      c) The sales team should prioritize leads spending more time on the platform.

   3) Lead Source
      a) Significant Feature
      b) Some lead sources (e.g., paid ads, referrals) have higher conversion rates than others.
      c) The model should weigh lead sources to prioritize high-value acquisition channels.

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?**

   Ans: The top three categorical/dummy variables that significantly impact lead conversion are:

   1) Lead Origin: Lead Add Form
      a) Leads originating from the "Lead Add Form" tend to have higher engagement and intent.
      b) They often represent inbound leads, which have a higher probability of conversion.

   2) Lead Source: Olark Chat
      a) Leads acquired via Olark Chat have shown a high engagement rate.
      b) These leads are actively seeking information, making them warmer prospects.

   3) Last Activity: Had a Phone Conversation
      a) Leads who have had a phone conversation already show strong intent.
      b) Personalized follow-ups and tailored responses improve conversion likelihood

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.**

   Ans: To maximize lead conversion during the intern hiring phase, the sales team should adopt the following strategy:

   1) Prioritize High-Intent Leads
      a) Use the model to filter high-probability leads based on engagement metrics (total visits, time spent, lead source).
      b) Segment leads and distribute them among interns to ensure targeted efforts.

   2) Leverage Multi-Channel Engagement
      a) Combine personalized calls, SMS, and emails to nurture leads.
      b) Implement a follow-up cadence with strategic touchpoints (e.g., initial outreach, follow-up call after 3 days, final reminder).

   3) Personalized Sales Pitch & Objection Handling
      a) Train interns to understand lead pain points (e.g., career growth, financial constraints).
      b) Focus on ROI-driven messaging (how the course enhances job opportunities).

   4) Real-Time Performance Monitoring
      a) Track conversion metrics to identify which approaches work best.
      b) **Adjust strategy dynamically based on response rates and feedback.**

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.**

   Ans: To minimize unnecessary calls after hitting quarterly sales targets, the company should:

   1) Use Predictive Lead Scoring to Prioritize Outreach
      a) Reduce call volume by focusing only on high probability leads identified by the model.

b) Leads with low engagement, inactive status, or no follow-up response should be deprioritized.

2) Shift Focus to High-Value Customers
    a) Allocate efforts towards corporate leads, referral sources, and high-ticket enrollments.
    b) Deprioritize leads that have previously shown low intent or abandoned interactions.

3) Optimize Communication Channels
    a) Instead of phone calls, use automated emails and chatbots to maintain passive engagement.
    b) Only escalate to phone calls when a lead expresses strong interest via digital interactions.

4) Reallocate Sales Efforts to Strategic Initiatives
    a) Sales teams can focus on customer retention strategies, upselling, and brand partnerships.
    b) Conduct post-conversion analysis to refine future marketing and sales approaches.