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

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?

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.

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.

ANSWERS

1. The top three variables contributing the most towards lead conversion are:
   a) Total Time Spent on Website: Leads spending more time on the website are more likely to convert.
   b) Lead Source (e.g., Google, Direct Traffic): Certain lead sources generate higher conversion rates.
   c) Last Activity (e.g., Email Opened, SMS Sent): Leads engaging more frequently with communication have a higher conversion probability.

2. The top 3 categorical/dummy variables to focus on are:
   a) Lead Source_Google: This source tends to provide higher conversion rates and should be prioritized.
   b) Last Activity_Email Opened: This indicates active engagement, and focusing on this can boost conversion.
   c) Tags_Ringing: Leads tagged as 'Ringing' show interest and are more likely to convert with prompt follow-up.

3. Strategy for aggressive lead conversion during intern phase:
   The sales team should increase the call frequency to all leads predicted to have a high probability of conversion. Use interns to follow up quickly on leads tagged with 'Ringing' or those who have engaged with emails. Prioritize leads from Google and Direct Traffic sources, as they

have historically higher conversion rates. Automating follow-up reminders can help ensure no lead is missed.

4. Strategy to minimize unnecessary calls when targets are reached:
   During this phase, the company should focus on leads with the highest probability scores from the model. Leads with low engagement (e.g., no recent activity or minimal website visits) can be deprioritized or managed via automated email campaigns instead of direct calls. Focusing only on 'hot' leads (high scores) will reduce wasted effort.