

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

Feature	Coefficient	Absolute Coefficient
Total Time Spent on Website	5.21	5.21
Will revert after reading the email	4.36	4.36
Closed by Horizzon	3.77	3.77

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?

Feature	Coefficient	Absolute Coefficient
Lost to EINS	3.49	
Will revert after reading the email	4.36	4.36
Closed by Horizzon	3.77	3.77

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.

Focus on High-Scoring Leads

- Use the model's predicted **probabilities** instead of just the binary predictions.
- **Target leads with a high probability (>80%) of conversion.**
- Use the logistic regression probability output `y_pred_proba` to prioritize.

Prioritize Leads Who Engaged Recently

- Leads with recent activities such as **email opened, website visited, chat conversation.**
- Use Last Activity and Total Time Spent on Website as prioritization factors.

Target High-Value Categorical Groups

- Leads from **Google Ads, IT professionals, and those who inquired via email/chat.**
- Identify which categorical variables contribute the most to conversion.

Implement a Multi-Channel Approach

- Call high-potential leads **first.**
- Follow up with **personalized emails and WhatsApp messages** for reinforcement.

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.

Increase Conversion Threshold

- Instead of calling all predicted **1s**, only call leads with a **conversion probability >95%**.
- This avoids wasting time on borderline leads.

Filter by High Engagement

- Contact **only those who opened emails, visited the website, or engaged in a chat**.
- Leads who have not interacted in **the last 2 weeks** should be deprioritized.