

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

The top three variables in your model which contribute most towards the probability of a lead getting converted are:

- I. Tags_Closed by Horizon
- II. Tags_ Lost to EINS
- III. Tags_Will revert after reading the email

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 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- I. Tags_Closed by Horizon
- II. Tags_ Lost to EINS
- III. Lead Source_Welingak Website

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 optimize lead conversion during the intern hiring phase, X Education can implement several strategic measures:

- I. **Prioritize High-Scoring Leads:** The organization should focus on leads with a high probability of conversion (assigned a prediction of "1" by the model). These leads are more likely to become paying customers, making them a prime target for the sales team's efforts.
- II. **Personalize Outreach Strategies:** During this phase, personalized communication is key. Customized emails and one-on-one phone conversations establish a stronger connection with potential clients, enhancing the likelihood of conversion.
- III. **Enhance Phone Outreach:** Increasing the volume of phone calls is crucial. Historical data highlights the efficacy of phone calls for lead conversion. By intensifying phone interactions, X Learning Institute can boost their chances of success.
- IV. **Offer Unique Incentives:** Consider providing exclusive incentives to prospects, such as discounts and trial periods. These offers can motivate potential customers to enroll in courses.
- V. **Maximize Website Engagement:** Time spent on the website is a valuable indicator of interest. Leads with significant website engagement should be prioritized for communication.

- VI. Maintain a Diverse Approach: Follow up with leads who engage through various channels, like the Olark Chat feature. This approach ensures comprehensive outreach tailored to different levels of engagement.

Incorporating these strategies holistically can significantly contribute to the enhancement of lead conversion rates during the intern hiring period.

- 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.

When the company achieves quarterly targets ahead of schedule, the sales team should shift focus to diverse tasks:

- I. Lead Nurturing and Engagement: Allocate attention to nurturing leads and engaging with existing customers. This approach fosters customer satisfaction and potential future upselling.
- II. Prioritize Phone Calls: Implement a lead scoring system. Prioritize higher-scoring leads for phone calls to boost successful conversions. Utilize personalized emails for lower-scoring leads to nurture them until they are ready.
- III. Adjust Logistic Regression: For a narrower focus, adjust the Logistic Regression Model's threshold to exclude leads with lower conversion potential. This effortless step enhances effectiveness.
- IV. Alternate Communication Channels: Emphasize automated emails and SMS to reduce reliance on phone calls except for emergencies.
- V. Selective Strategy: Apply the aforementioned strategy specifically to customers with high conversion probability.

By adopting these strategies, the company can optimize efforts, enhance lead conversion rates, and make productive use of periods when targets are met ahead of schedule.

- The company should make calls to the leads associate to the tags ["Closed by Horizzon", "Lost to EINS", "Will revert after reading the email"] as these are more likely to get converted.
- The company should make calls to the leads coming from the lead sources ["Welingak Websites"] as these are more likely to get converted.
- The company should make calls to the leads who spent ["more time on the websites"] as these are more likely to get converted.
- The company should make calls to the leads whose last activity was ["SMS Sent", "Email Opened"] as they are more likely to get converted.
- The company should not make calls to the leads whose lead origin is ["Landing Page Submission"] as they are not likely to get converted.
- The company should make calls to the leads associate to the tags ["Interested in other courses", "Other_Tags", "Ringing"] as these are not likely to get converted.
- ['Prospect ID',
- 'Lead Origin',
- 'Lead Source',
- 'Do Not Email',
- 'Last Activity',
- 'Specialization',
- 'How did you hear about X Education',
- 'What is your current occupation',
- 'Tags',
- 'Lead Profile',
- 'City',
- 'A free copy of Mastering The Interview',
- 'Last Notable Activity',
- 'Lead Number']