

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

Three variables in the model which contribute most towards the probability of a lead getting convert

1. Tags\_Closed by Horizzon
2. Tags\_Lost to EINS
3. Total Time Spent on Website

These variable are selected according to their coefficient. Higher the coefficient ,contribution towards probability will be also greater. First two variable are from column named Tags. That is lead having tags Closed by Horizzon and EINS.Third variable," total time spent on website" is a continuous variable

**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?**

- 1.Tags\_Will revert after reading the email
- 2.Lead Origin\_Lead Add Form
- 3.Tags\_Busy.

These are the next top 3 variable having higher the coefficients.So focussing on these variable can 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.**

- Use the predictive model to identify potential leads that have been predicted as 1, indicating a higher probability of conversion. Prioritize these leads as they are more likely to convert.
- Encourage the interns to start calling leads from the highest-potential segment first. Once they have exhausted the calls in that segment, they can move on to the next segment. This approach ensures that the most valuable leads are contacted first and increases the chances of conversions. This segment can be made by finding probability value  $>0.9, >0.8$  etc
- Emphasize the importance of prompt follow-ups. If a lead expresses interest or requests more information, ensure that the interns follow up quickly and efficiently. Set up a system to track follow-up actions and monitor their progress.

**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.**

- Useless phone calls can be minimised by calling only leads having high probability of conversion. fix a threshold value and sort out the potential lead having higher than threshold value.
- Instead of making immediate phone calls, shift the focus to lead nurturing activities. Implement a well-designed email marketing campaign or automated follow-up sequence to provide valuable information, address potential concerns, and build a stronger relationship with the leads.
- Continuously monitor key performance indicators (KPIs) and track the progress of lead nurturing activities and customer support efforts. This allows for real-time feedback and adjustments to ensure optimal results.
- During this period, prioritize exceptional customer support. Allocate resources to ensure that existing customers receive prompt responses to their queries or concerns. Providing excellent customer service can result in positive word-of-mouth and customer retention.