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

   Top Three Variables Contributing Most to Lead Conversion
   In a logistic regression-based lead conversion model, the top numerical variables are generally:
   - Total Time Spent on Website – The more time spent on the site, the greater the interest in courses.
   - Number of Visits – Multiple visits show strong intent, as users come back to look around.
   - Lead Origin (e.g., API, Referral, Landing Page Submission) – Some sources yield higher-quality leads than others.

   These are powerful predictors of conversion probability because they represent direct action.

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?**

   Top Three Categorical/Dummy Variables to Prioritize
   Within categorical variables, the most influential ones tend to be:
   - Lead Source (e.g., Google Ads, LinkedIn, Organic Search, Referral, etc.) – Some sources create better-qualified leads than others. Focusing on high-performing sources can drive conversion.
   - Last Activity (e.g., Email Opened, SMS Received, Website Visit, etc.) – If the lead has recently engaged with emails or messages, they are warmer and more likely to convert.
   - Lead Quality (if available in data) – Internal scoring or segmentation (such as 'Hot Lead' vs. 'Cold Lead') can directly influence prioritization.

   To push conversion rates higher, the company ought to focus on leads that are from top-performing sources, actively engage with them, and have a history of good interactions.

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.**

   Aggressive Lead Conversion Strategy Period (Intern Hiring Period)

Since the company has surplus interns, the objective is to maximize conversions by contacting as many leads as possible. The approach should be:

- Decrease the lead score threshold – Rather than sending leads with a score of, for example, 0.7+, include those with a score of 0.5+ to get more potential customers.
- Boost call frequency – Increased follow-ups can push fence-sitting leads toward conversion.
- Utilize multi-channel communication – Blend calls, SMS, and email to keep leads active.
- Customize outreach – Emphasize course benefits based on lead behavior (e.g., highlight discounts for price-conscious users).

The strategy is to use the additional workforce to expand outreach and convert marginal leads who may have otherwise been overlooked.

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 is extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

Minimize Calls Strategy When Targets Are Reached
If the company has already met its quarterly target, efficiency and cost saving should be prioritized by minimizing unnecessary calls. The strategy must be:

- Raise the lead score cut-off – Rather than calling 0.5+ leads, call only 0.8+ leads (high probability of conversion).
- Automate the communication – Send pre-screening emails or SMS and then call. Call only those who are interested.
- Prioritize high-paying leads – If some courses are more profitable, prioritize leads interested in them.
- Review previous conversions – Utilize previous data to streamline which leads are most valuable to pursue at this point.

This method ensures that the sales team only spends time on the highest-value prospects while enabling them to concentrate on new projects.