

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

Answer: The top three variables

1. overall duration of time explore in online platform.
2. Total number of times a user visits the website
3. source of leads

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?

Answer: the top 3 categorica

1. Domain Knowledge
2. Source with elements direct traffic
3. Lead Source with elements organic search

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.

Answer: According to question.

- They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
 - They are seen coming back to the website repeatedly
 - If users are spending a significant amount of time on your website, it might indicate a high level of interest. Making the website interesting and engaging can indeed.
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.

Answer: In this condition they should focus on team and practice them to encourage the sales team to focus on building strategic relationships with existing clients or partners. Organize team-building activities or events to boost morale and foster a positive work environment. This idea will minimize the rates and give positive results.