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 based on the final model which contributes most towards the probability of lead getting converted are:
   - Lead Source_Welingak Website: 5.39
   - Lead Source_Reference: 2.93
   - Current_occupation_Working Professional: 2.67

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 categorical/dummy variables in the model that be focused most in order to increase the probability of lead conversion are:
   - Lead Source_Welingak Website: 5.39
   - We should focus on more budget/spend on Welingak Website in terms of advertising, etc. to attract more leads.

   - Lead Source_Reference: 2.93
   - We can provide discounts for providing references that convert to lead to encourage more references.

   - Current_occupation_Working Professional: 2.67
   - We should develop tailored messaging and engage working professionals through communication channels based on their engagement impact

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: Based on the specified variables and their coefficients, X Education can use the following tactic to increase lead conversion during the intern hiring period:

   Concentrate on high-potential leads: Using the provided coefficients, leads from the following sources are more likely to convert:

   Website: 5.388662 Welingak

   Referral number: 2.925326

   Professional in the Workforce: 2.669665

The sales team should therefore give these prospects top priority when phoning during the recruiting period for interns.

In conclusion, X Education should concentrate on leads from high-potential sources, use efficient communication channels, increase website engagement, and maintain a multi-channel approach to lead conversion during the intern hiring time

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:

When the business surpasses its quarterly sales goal ahead of schedule, the sales staff can adopt the following tactic to reduce the number of pointless phone calls:

- Put your attention on lead nurturing activities like customized emails, SMS messages, and targeted newsletters.
- Automatically sending SMS messages to clients who are highly likely to convert

- Work together to improve the model and get input on what worked and what didn't with the management, sales, and data scientists teams.

- Develop a plan for offering potential clients discounts or other incentives to entice them to act.