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

   Answer :-
   - *Total Time Spent on Website* : It is a positive contribution where, when the time spent on the Website is higher, probability of a lead converting is also higher. It shows a positive contribution.
   - *What is your current occupation working professional :* It Is a positive contribution. We have observed that the working professionals are more likely to convert as a lead as they are employed as compare to others.
   - *Do not Email :* It has a negative contribution wherein the customers opt whether they want to be emailed about the course or not.

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 :-
   - Lead Source Website
   - Lead Origin Add Form
   - What is the current occupation working professional

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 :-

   - Prioritize leads with high predicted probabilities of conversion: The team could prioritize making phone calls to leads who have been predicted as most likely to convert by the model. This will help ensure that they are targeting the most promising leads first, and maximizing their chances of success.
   - Target leads that have come through References as they have a higher probability of converting.
   - Utilize a variety of channels: The team could consider using a variety of channels (e.g. phone, email, social media, page views per visit) to reach out to leads and increase their chances of conversion.

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 –
   - Utilize automation and self-service options: The team could consider using automation and self-service options, such as chatbots or online forms, to allow leads to get the information they need without requiring a phone call
   - Set clear conversion criteria: The team could set clear criteria for what constitutes a successful conversion, and only make calls to leads who meet these criteria. This will help ensure that they are only making calls to leads who are most likely to convert.
   - Focus more on working professionals as students are less likely to convert due to incomplete education.