

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

- **Total Time Spent on Website:** 100.00 (highest positive impact)
- **Lead Origin:** 72.49
- **Lead Source:** 27.84

These are the top three variables contributing to the probability of a lead getting converted.

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?

- **Lead Origin:** 72.49
- **Lead Source:** 27.84
- **Last Activity:** 22.44

Focusing on these variables can help 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.

When the sales team has additional interns and aims to aggressively convert leads:

- **Focus on High-Probability Leads:** Use the model to identify leads with a high probability of conversion.
- **Prioritize Phone Calls:** Make phone calls to leads who have a high predicted probability (close to 1) of conversion.
- **Personalized Communication:** Customize the communication based on the lead's attributes, such as their activity on the website and their origin.

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.

- **Set a High Probability Threshold:** Only contact leads with a very high predicted probability of conversion (e.g., above 0.9).
- **Focus on Quality Over Quantity:** Rather than reaching out to all leads, prioritize quality interactions with leads who are most likely to convert.
- **Monitor and Adjust:** Continuously monitor the conversion rate and adjust the threshold as needed to ensure minimal effort is wasted on low-probability leads.
- Also, do not waste the efforts on focusing students as they are already studying and do not want to enroll in a new course and on unemployed leads as they might be unable to afford the course.