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

   Ans:

     Total Time Spent on Website
     What is your current occupation_Student
     What is your current occupation_Unemployed
     Lead Source_Potential Lead

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?

   Ans:

     Lead Source
     What is your current occupation
     Last Activity

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.

   Ans:During the period when X Education hires interns and wants to make lead conversion more aggressive,they can employ the following strategy:
   - Give high conversion-probability leads priority.Concentrate on leads with a model prediction of 1, which denotes a greater possibility of conversion.
   - Increase the number of phone calls you make: During this phase, allocate more resources to calling prospective leads.
   - Personalize the communication:Train the interns to effectively communicate the value proposition and benefits of X Education,tailored to each leads specific interests and needs.
   - Track and analyze results: Monitor the conversion rates during this phase and analyze the effectiveness of different approaches to optimize the strategy further.

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.

Ans: Don't concentrate on leads that are unemployed. They may not have any money set up for the course.

Don't concentrate on students because they are already in school and wouldn't want to sign up for a course that was specifically created for working professionals so early in the term.

Continue to keep an eye on the lead conversion rates and make strategy adjustments based on how well various channels and techniques are working.