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

Ans: The top three variables would be:

- What is your current occupation
- Lead Source
- Total Time Spent on Website

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: The ones with a good positive coefficient value and should be more focused on are:

- What is your current occupation_Working Professional
- Lead_Source_Welingak Website
- Lead_Origin_Lead Add Form

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.

- Collecting Data would be the first task, studying different attributes the data provided and building a prediction model based on historical data and checking if X Education has introduced any new features or courses in their company, the interns should familiarize themselves with the courses as to explain it to the customers.
- Based on our lead scoring model, the leads who will show a score above 42 will be predicted as 1, so these leads have a 74% chance of actually getting converted; so, we need to set priority to them and maximum calls should be made to these leads.
- Definitely focus on attributes such as their occupation, specialization and website engagement, explain to them X Education's courses and their benefits, keep in touch with these leads, follow up with emails, analyze which source are they using, and keep track of their last activities and make sure the interns do personalized follow-ups.

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

- If we increase our cutoff a little in our model prediction, then we would be left with leads that have a really high probability of converting, with this approach we minimize the risk of missing out on genuinely promising leads while reducing the number of lower quality leads that need more attention and need more follow-up calls.
- Leads that are coming from Google source are less likely to convert, those who have not provided any occupation even, they are very less likely to convert; interns can simply ignore these leads with a very high negative coefficients shown in the model since these features are strongly associated with a decrease in the likelihood of conversion. So best to filter these entries and make call to only those data entries that have a really high score, thus we can avoid unnecessary calls.