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

**Ans:** The following features significantly impact the likelihood of conversion:

- Total Time on Website

- Total Visits

- Lead Source, especially Olark Chat


**Q 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 top three categorical/dummy variables to focus on for increasing lead conversion probability are:

- Lead Source, particularly Olark Chat

- Last Activity, specifically SMS Sent

- Last Activity, categorized as Others


**Q 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:** To aggressively convert potential leads during this period, the focus should be on the following features that significantly impact conversion:

- Total Time on Website

- Total Visits

- Lead Source, especially Olark Chat

- Last Activity, particularly SMS Sent


The following categorical variables should be deprioritized due to their negative coefficient values and lower conversion probability:

- Lead Origin API

- Lead Origin Landing Page Submission

- Lead Origin Lead Import

- Last Activity Email Bounced

- Last Activity Olark Chat Conversation

**Q4.** 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:**

- Implement auto-response emails to provide immediate replies to potential leads.

- Introduce a chatbot on the website to engage visitors and provide essential information, thereby reducing the need for phone calls.

- Utilize these strategies with leads that have a high probability of conversion to ensure efficient use of resources.