

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

- a) Lead Source_Welingak Website
- b) Lead Source_Reference
- c) Current_occupation_Working Professional

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?

- a) Lead Source_Welingak Website
- b) Lead Source_Reference
- c) 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.

- Concentrate on high-potential leads: According to the provided coefficients, leads obtained from the following sources are more likely to convert:
Welingak Website, Reference, Working Professional
- Increase website traffic by: With a value of 1.049789, total time spent on the website is another reliable measure of a lead's interest in X Education's services. The sales team should therefore give leads that have spent a lot of time on the website priority when phoning them.

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.

- Pay attention to lead nurturing efforts including customized emails, SMS messages, and focused newsletters.
- Automatically sending SMS messages to clients who are highly likely to convert
- Work together to refine the model and get input on what worked and what didn't with the management, sales, and data scientist's teams.
- Develop a plan for offering potential customers incentives or discounts to entice them to act.