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

   The top 3 variables that contribute most towards the probability of a lead getting converted are:
   - What is your current occupation_Working Professional: Coefficient: 2.6126. This indicates a strong positive impact on conversion.
   - Lead Origin_Lead Add Form: Coefficient: 2.4747. Leads originating from the lead add form are highly likely to convert.
   - Total Time Spent on Website: VIF: 1.30. This feature has a relatively low VIF, indicating minimal multicollinearity while still being a significant predictor with a positive coefficient.

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?

   Based on your Generalized Linear Model (GLM) and Variance Inflation Factor (VIF) analysis, the top three categorical/dummy variables to focus on in order to increase the probability of lead conversion are:
   - "What is your current occupation_Working Professional": This variable indicates that working professionals have a significantly higher probability of conversion. Focusing marketing efforts and tailored communications towards working professionals can help increase lead conversion rates.
   - Lead Origin_Lead Add Form: Leads that originate from the lead add form are more likely to convert. Enhancing the lead add form experience, ensuring it's easily accessible, and optimizing it for conversions can help capture and convert more leads.
   - Last Notable Activity_SMS Sent: Leads with the last notable activity being an SMS sent are more likely to convert. Implementing effective SMS marketing campaigns and ensuring timely follow-up messages can significantly boost conversion rates.

   These variables are crucial because they have the highest positive coefficients, indicating a strong influence on the likelihood 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.

Phone calls should be prioritized for individuals who exhibit strong interest and engagement. Focus on the following scenarios:

i. High Time Spent on the Website:

- Target users who spend significant time on the site.
- Enhance the website's content and features to make it engaging, encouraging them to return.

ii. Frequent Website Visits:

- Identify and reach out to users who visit the site repeatedly, as this indicates a growing interest.

iii. Last Activity Indicates Engagment:

- Prioritize those whose last activity was via SMS or Olark chat conversations, shwoing they are actively engaging with the platform.

iv. Working Professionals:

- Focus on reaching out to working professionals, as they are more likely to convert into enrolled students.

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.

To minimize unnecessary phone calls when quarterly targets are met, X Education should prioritize a tiered communication strategy:

- Automated Communication: Use emails and SMS as primary communication channels for most leads, focusing on providing information and nurturing interest.

- Phone Calls for Hot Leads: Restrict phone calls to high-priority leads with a high lead score or those showing significant engagement, such as recent website visits or interactions.

- Customer Insights: Leverage data from the predictive model to identify leads requiring immediate attention and tailor the communication method accordingly.

  This strategy reduces resource use while maintaining customer engagement.