

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - i. Time spent on website-If somebody is spending more time on website, they show more interest in it.
 - ii. Lead Origin – There is huge possibility of strongly conversion coming through **referral** from friends or someone known. Conversion can be direct if they are actively searching for course.
 - iii. Last interaction – There is positive sign if they have opened email or answered call. This interaction likely to convert.

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?
 - i. Lead Source- focus on leads coming from referrals and direct traffic.
 - ii. Lead Origin: need to search for proper strategy to find out how they know about us.
 - iii. Last Activity: need to monitor user actions to determine hot leads and optimize follow-ups.

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.
 - i. Should increase call volume to all predicted 'hot' leads.
 - ii. Can implement a follow-up strategy like email, calls, webinars.
 - iii. Also can offer exclusive discounts or personalized counseling sessions to boost conversions.

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.
 - i. Spend less time calling leads that are unlikely to convert.
 - ii. Prioritize lead sources that have a higher success rate.
 - iii. Use automated email sequences instead of manual calls to save time and effort.