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

Total visits
Total time spent on website
Lead Source

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?

Lead Origin_Lead Add Form
Lead Source_Olark Chat
 Last Activity_Had a Phone Conversation

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.

A. Developing a comprehensive model involves taking into account multiple factors essential for the model, such as the duration spent on the website, overall visit count, references from leads, and so on.
B. Initiating a process of consistent SMS and call outreach, aiming to establish deeper familiarity. Engaging in conversations about their challenges, backgrounds, and even examining their financial situations.
C. Demonstrating convincingly how this platform/course can contribute to their career advancement, ultimately leading to successful conversion.

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.

A. Avoid directing your attention towards leads who are without employment, as they might lack the financial resources to invest in the course.
B. Refrain from concentrating on students, as they are currently engaged in their studies and might not be inclined to register for a course tailored specifically for working professionals at this early stage.