

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



According to my logistic model, the variables which contribute most towards the probability of a lead getting converted are:

- Total Time Spent on Website
- Last Activity_SMS Sent
- Lead Origin_Lead Add Form

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?



top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- Last Activity_SMS Sent
 - Lead Origin_Lead Add Form
 - What is your 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.



These strategies can help the interns better focus their efforts and improve conversion rates for X-Education.

1. **Target high-engagement users:** Focus on individuals who have spent more time on the website. Although they might be visiting repeatedly to compare courses from other platforms, interns should highlight the competitive advantages of X-Education more aggressively to capture their attention.
2. **Leverage Olark Chat leads:** Prioritize leads that come from the Olark Chat source. These users have already shown interest by engaging in real-time conversations, making them more likely to convert with personalized follow-ups.
3. **Engage working professionals:** Reach out to working professionals who are likely seeking to enhance their skills for better career opportunities. A tailored approach can increase the chances of conversion.
4. **Follow up with prior contacts:** Reconnect with leads who have previously been in contact. Their earlier engagement suggests curiosity or intent to join the program, making them prime candidates for a follow-up conversation.

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.



During this period, the data indicates that unemployed individuals are not converting into leads, likely due to financial constraints or their focus on job hunting. Therefore, the sales team should avoid reaching out to unemployed prospects at this time.

Additionally, leads who spent minimal time on the website likely show a lack of immediate interest. It's advisable to refrain from contacting these individuals as their low engagement suggests they are not yet ready to commit.