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

   Answer:

   From a data-driven perspective, the top three variables should be those with the highest absolute coefficients in the model, as they mathematically have the most influence on conversion probability.

   - **Tags - Closed by Horizon** (coefficient = 6.21) : Leads that were marked as "Closed by Horizon" have the highest likelihood of conversion.
   - **Tags - Lost to EINS** (coefficient = 5.86) : Similar to the previous one, these leads interacted with a competitor but still hold strong potential.
   - **Lead Source - Welingak Website** (coefficient = 4.96) : This remains a strong predictor statistically.

   But from a business perspective, the most important variables contributing to lead conversion are:

   - **Time Spent on Website** (coefficient = 4.7992): The longer a person stays on the website, the more likely they are to convert.
   - **Lead Source - Welingak Website** (coefficient = 4.9626): Leads coming from this website have a much higher chance of conversion.
   - **Tags - Lost to EINS** (coefficient = 5.8633): Even though these leads were marked as "lost," they still have a strong chance of converting.

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?

   Answer:

   - **Lead Source - Welingak Website**: Since this source has a high conversion rate, we should invest more in it.
   - **Tags - Will Revert After Reading the Email**: These leads have shown interest and are more likely to convert, so following up is important.
   - **Last Notable Activity - SMS Sent**: Leads who received an SMS are more likely to convert, meaning SMS campaigns are effective.

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.

   Answer:

   - Lower the cut-off point slightly (from 0.25 to 0.2) so we don’t miss any potential customers.
   - Focus on people who spent more time on the website, came from Welingak Website, or have responded to emails and SMS.

- Increase follow-up calls and emails, especially for those tagged as "Will revert after reading the email."

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.

   Answer:

   - Raise the cut-off point (from 0.25 to 0.35 or even higher) to focus only on the strongest leads and reduce wasted effort.
   - Prioritize leads who have high website engagement or responded to SMS.
   - Use email or SMS first instead of calling directly, so only the most interested leads get a phone call.