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

   Solution: The top three variables in your model which contribute most towards the probability of a lead getting converted are:
   a. Lead Origin_Lead Add Form (3.58)
   b. Total Time Spent on Website (4.52)
   c. Current Occupation_Working Professional (2.38)

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?

   Solution: 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 are:
   a. Lead Origin_Lead Add Form (3.58)
      - the focus should be on spending more on Lead Add Forms in terms of online advertisement to attract more potential customers.
   b. Total Time Spent on Website (4.52)
      - we should focus on users that spend the most time on the website as they can be potential clients and we can create lucrative offers curated just for them to generate more leads.
   c. Current Occupation_Working Professional (2.38)
      - the focus should be on users who are Working Professionals as their conversion rate is very high and creating special offers for user that belong to this category can definitely help in boosting the Lead Conversion Rates.

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.

   Solution: To make the Lead Conversions more aggressive during the 2 months internship period, X Education can employ the following strategy based on the analysis of given variables:

   a. Prioritize on calling the consumers that contribute highly in the Lead Conversion Rates like
      - Lead Origin_Lead Add Form
      - Total Time Spent on Website
      - What is your Current Occupation_Working Professional

b. Taking benefit from the other categories where the Lead Conversion Rate has been recorded to be quite high. For example, the potential clients that had been sent a SMS or have Opened the Email are more likely to convert as the conversion rates are high. Thus, the sales team should prioritize calling leads from both of these categories.

c. The sales team should also review all the Lead Sources in order to identify leads that have inquired about any courses through Olark chat or Google or spent some time on the website, because this could potentially increase the Lead Conversion rate effectively.

In short, the company should focus on the leading categories that improve the LCR, use different channels like SMS or Email to connect with leads, and review all lead sources to identify leads.

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.

Solution: The company can follow the suggestions given below in order to minimize the useless phone calls when the company reaches its target before deadlines:

a. Prioritize connecting with the sales team and data scientists for optimizing the existing model so that they can generate more leads in the upcoming quarter.

b. Prioritize leads nurturing through conversion channels like SMS or Emails as they have a higher likelihood of getting converted.

c. Build good relationships with leads by providing them incentives and custom offers that fit their pocket and understanding.

d. Gathering feedbacks and suggestions from the existing customers that can help in creating a better model, which can yield higher quality leads and optimize the conversion rates.