

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
  - a. Total Time Spent on Website
  - b. Lead Source – Reference
  - c. Last Activity – Email Opened or SMS Sent
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?**
  - a. Lead Source – Reference & Welingak Website
  - b. Last Activity – Email Opened & SMS Sent
  - c. 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.**
  - a. **Lower the Probability Threshold:** Adjust the classification threshold from 0.5 to a lower value (e.g., 0.3) to increase the number of leads marked as potential conversions.
  - b. **Prioritize High-Engagement Leads:** Focus first on those leads that have high website engagement and positive past interactions.
  - c. **Multi-Channel Outreach:** Use a combination of calls, emails, and targeted ads to maximize contact chances.
  - d. **Intern-Specific Training:** Train interns on high-conversion strategies and equip them with scripts tailored to potential 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.**
  - a. **Increase the Probability Threshold:** Raise the classification threshold (e.g., from 0.5 to 0.7) to focus only on the most likely leads.

- b. **Limit Calls to High-Value Leads:** Prioritize leads who have interacted multiple times or expressed direct interest.
- c. **Automate Outreach for Low-Priority Leads:** Use email campaigns and chatbots instead of manual calls to maintain engagement without using sales resources.
- d. **Shift Focus to Lead Nurturing:** Use this period to build relationships with mid-interest leads through informative content and follow-ups.