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

Answer: The top three variables which contributes most towards the probability of a lead getting converted are 'Lead Origin', 'Total Time spent on website' and 'Lead Source'. This can be understood from the generalized linear regression model results and insights generated from exploratory data analysis.

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: 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 Lead Origin_Lead Add Form(Yes/No), Lead Source_Direct Traffic(Yes/No), Last Activity_SMS Sent(Yes/No).

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: The interns should be given a brief about how the Lead Score from the machine learning model works. They should be given instructions about how a lead score that is close to 100 should be given priority and should be contacted first. We can classify customers into buckets based on lead score (<30,30-40, 40-50, 50-60, 60-70, 70-80, 80-90, 90-100). The customers in the 90-100 should be immediately contacted by phone call by the interns first so that possibility of conversion is high. Later, customers from 80-90,70-80 and other lower buckets should be contacted. The target should be to convert as many customers in the 90-100 bucket in the given time period. More marketing emails and SMS should be sent to these customers regarding new online courses. Also, some special discount codes can be provided to these customers.

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: At this stage, the interns should focus on sending more targeted emails to customers in the lower buckets like 30-40,40-50. They can also send SMS to customers in this category. Also, the marketing strategy should be to highlight how many people have enrolled for the courses already and show how the customers are missing out on a golden opportunity.