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 based on the final model that contribute most towards the probability of lead getting converted are:
   - ❖ What is your current occupation
   - ❖ Last Activity
   - ❖ Lead Origin

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:
   - ❖ What is your current occupation_Working Professional
   - ❖ Last Activity_Had A Phone Conversation
   - ❖ Lead Origin_Lead Add Form

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: To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients:
   - ❖ The sales team should prioritize contacting the leads who have opened emails and also those leads who have been sent SMS.
   - ❖ The interns hired should also focus on the leads visiting the Welingak website as they are considered to be hot leads.
   - ❖ The team should also focus on the leads who spent a significant time on the X Education website as they might have a high chance of taking the course.
   - ❖ Finally, the sales team should also make sure to follow up with leads who have interacted with X Education through multiple channels. For example, leads who have used the Olark Chat feature on the website may not have spent as much time on the website, but may still be interested in X Education's services. Therefore, the sales team should make sure to follow up with leads who have used multiple channels to interact with X Education.

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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: To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- ❖ Focus on lead nurturing activities such as personalized emails, SMS, and targeted newsletters.
- ❖ Sending automated SMS to customers that have a very good likelihood of getting converted
- ❖ Collaborate with the sales team, management, and data scientists teams to fine-tune the model and gather feedback on what worked and what didn't.
- ❖ Make a strategy for providing discounts or incentives to potential customers to encourage them to take action.
- ❖ Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.
- ❖ Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate