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

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?

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.

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.

Answers:

1. Top three variables in the model are:
Total Time Spent
Lead Source
What is your

2. Top three categorical variables which be focused for *Lead_Source* are:
Reference
Social Media
Olark Chat

3. The objective is to identify individuals who exhibit a significant level of engagement with the X-Education website, as measured by their total time spent on the platform. The objective is to identify and engage with individuals who have a pattern of frequent visits to the website, as indicated by a high number of page views each visit. However, it is possible that people are coming several times to compare courses offered on other websites, since the frequency of visits may be attributed to this purpose. The interns should adopt a more assertive approach and prioritize on the competitive advantages of X-Education. It is advisable to prioritize leads that have been acquired via references, since they exhibit a greater likelihood of conversion. Students may be contacted, but their likelihood of conversion is reduced as a result of the course's focus on industry. Nevertheless, this aspect might serve as a compelling incentive to guarantee the preparedness of individuals for the professional sphere at the culmination of their educational journey.

4. It is advisable to refrain from prioritizing jobless leads. It is possible that they may lack the financial resources necessary to allocate towards the enrollment in the course. The attention should not be directed towards students, since they are already engaged in their studies and may not be inclined to enroll in a course specifically tailored for working professionals at this stage of their academic journey.