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

   Ans:
      a. Lead Origin,
      b. What is your current occupation
      c. Lead Source

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?

   Ans:
      a. Lead Origin_Lead Add Form,
      b. What is your current occupation_Working
      c. Professional and Last Notable Activity_Email Link Clicked

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.

   Ans:

   The model is built on 'Total Time Spent on Website', 'Lead Origin_Lead Add Form', 'Lead Source_Olark Chat', 'Do Not Email_Yes', 'Last Activity_Converted to Lead', 'Last Activity_Email Bounced', 'Last Activity_Olark Chat Conversation', 'Last Activity_Page Visited on Website', 'What is your current occupation_Working Professional', 'Last Notable Activity_Email Link Clicked', 'Last Notable Activity_Email Opened', 'Last Notable Activity_Modified' and 'Last Notable Activity_Olark Chat Conversation'. From this 'Total Time Spent on Website', 'Lead Origin_Lead Add Form', 'Lead Source_Olark Chat' and 'What is your current occupation_Working Professional' are having positive coefficients. So for increasing the conversion rate so

   that all the predicted customers to be 1 my model is converted, the focus should be to

   the following

   1. Target leads that spend a significant amount of time on the X-Education site (Total Time Spent on Website).
   2. Prioritize engagement with Working Professionals over other occupations.
   3. Emphasize Lead Origin through Lead Add Form and improve interactions on Olark Chat to enhance engagement and conversion rates.

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.

   Ans:

   The variables 'Do Not Email_Yes', 'Last Activity_Converted to Lead', 'Last Activity_Email Bounced',
   'Last Activity_Olark Chat Conversation', 'Last Activity_Page Visited on Website',
   'Last Notable Activity_Email Link Clicked', 'Last Notable Activity_Email Opened',
   'Last Notable Activity_Modified', and 'Last Notable Activity_Olark Chat Conversation' have negative coefficents.

   Therefore, the suggested strategy can be:
   1. Avoid targeting customers who have opted not to receive emails about the course.
   2. Disregard customers whose last activity or last notable activity involves email-related actions such as email opening, email bouncing, and clicking links in emails.