

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

Top three variables are as below:

- I. TotalVisits
 - Positive contribution
 - Higher Total number of Visits to platform, higher the probability of the lead converting into a customer
- II. Total Time Spent on Website
 - Higher the time spent on the website, higher the probability of the lead converting into a customer
 - Sales team should focus on such leads
- III. Lead Source
 - Most important feature to be focus

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?

Top 3 categorical variables are:

1. Lead Origin (Lead Add Form)
2. Lead Source (Olark Chat)
3. Last Activity (Had a Phone Conversation)

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.

- I. Construct a comprehensive model using factors like site engagement, visits, and lead sources.
- II. Equip interns with a readily available model for reference.
- III. Engage through repetitive SMS and calls, understanding concerns and financial status.
- IV. Demonstrate the career benefits of the platform, converting prospects effectively.

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.

- I. Avoid targeting unemployed leads due to potential budget constraints.
- II. Exclude students as they're unlikely to enroll in a course for working professionals.