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

   ➢ What is your current occupation_Working Professional
   ➢ Total Time Spent on Website
   ➢ Tags_Will revert after reading the email

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?

   ➢ What is your current occupation
   ➢ Tags
   ➢ Lead Source

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.

   ➢ The interns has to focus more on working professionals
   ➢ Interns has to create more engaging content on website
   ➢ Interns Need to send the SMS/message regularly
   ➢ Interns should get the feedback from email regularly

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.

   ➢ Time can be utilized to create more engaging content on website
   ➢ To increase the dataset of likely leads
   ➢ Survey of the possible data input
   ➢ Implement automated nurturing campaigns: Utilize email marketing automation or other communication channels to nurture leads without relying solely on phone

calls. Provide valuable content, personalized recommendations, or exclusive offers to maintain engagement and conversion potential.

➢ Optimize sales team workload: Reallocate resources from phone call activities to other tasks, such as account management, customer retention, or identifying new business opportunities.

➢ Monitor key metrics: Continuously track metrics like conversion rates, customer feedback, and customer satisfaction to ensure the new strategy is effective in minimizing useless phone calls while still maintaining satisfactory conversion levels