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

Here are the top three variables that contribute most towards the probability of a lead getting converted:

lead\_source\_Reference with a coefficient of 3.9493.

lead\_source\_Other Social Sites with a coefficient of 1.6282.

lead\_source\_Olark Chat with a coefficient of 0.6667.

1. 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?

lead\_source\_Reference: This is a categorical variable within the lead\_source group.

lead\_source\_Other Social Sites: Also a categorical variable within the lead\_source group.

lead\_source\_Olark Chat: Another categorical variable within the lead\_source group.

1. 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.

During the intern hiring period, X Education should prioritize leads with the highest conversion probability, engage interns, personalize outreach, offer incentives, and continuously adapt strategies while respecting leads' preferences

1. 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.

During periods when X Education reaches its quarterly targets early and aims to minimize phone calls, they should focus on segmenting leads, prioritizing highly engaged ones, and implementing automated lead nurturing. Gathering feedback, continuous data analysis, and reallocating resources to new projects will help maintain lead engagement and optimize resources.