

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

**Answer:** The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

- Lead Origin\_Lead Add Form
- What is Current\_occupation\_Working Professional
- What is the Current\_Occupation\_Unemployed

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?**

**Answer:** Again, based on the coefficient values from the screen shot in the question above, the following are the top three categorical/dummy variables that should be focused the most in order to increase the probability of lead conversion:

- Lead Add Form(from Lead Origin)
- Had a Phone Conversation(from Last Notable Activity)
- Working Professional(from What is your current occupation)

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.**

**Answer:** The final prediction is calculated based on an optimal cut off value of 0.3. In order to make the sales aggressive, the company may contact all the leads which have a conversion probability (value=1) under a cut off 0.3.

In summary, to make lead conversion more aggressive during the intern-hiring period, X Education should focus on leads from high-potential sources, leverage effective communication channels, maximize website engagement, and maintain a multi-channel approach.

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.**

**Answer:** To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- Focus on lead nurturing activities such as personalized emails, SMS's and targeted newsletters.
- Sending automated SMS to customers that have very good likelihood of getting converted.
- Collaborate with the sales team, management, and data scientists to teams to fine-tune the model and gather feedback on what worked and what didn't.
- Make the strategy for providing discounts or incentives to potential customers to encourage them to take action.
- Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.
- Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate.