

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. The number of visits and time spent on the website positively contribute to lead conversion. Leads with more platform interaction tend to convert at a higher rate. Additionally, focusing on optimizing and managing lead sources is crucial for enhancing the overall conversion probability. What are the top 3 categorical/dummy variables in the model that should be focused the most on to increase the probability of lead conversion?
2. 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.
 - a. Creating a Model:
 - i. Develop a model considering factors like time spent on the site, total visits, lead references, etc.
 - b. Providing Interns, a Ready Model:
 - i. Equip interns with a prepared model.
 - c. Engaging Leads:
 - i. Initiate repetitive SMS and calls.
 - ii. Build familiarity by discussing their problems, background, and financial condition.
 - d. Building Confidence:
 - i. Demonstrate how the platform/course contributes to career development.
 - ii. Aim to convince and convert leads by showcasing the benefits of the platform/course.
3. 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.
 - a. Avoid concentrating on unemployed leads as they might lack the budget for the course. Similarly, refrain from targeting students, as they are already engaged in their studies and may not be inclined to enroll in a course designed for working professionals early in their academic journey.