

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

The three most important factors that impact the probability of a lead getting converted are:

- **Total Time Spent on Website** – Leads who spend more time on the website are more likely to convert.
- **Page Views Per Visit** – Leads who view too many pages per visit tend to convert less, possibly because they are just exploring and not ready to decide.
- **Lead Quality** – Higher lead quality increases conversion chances, while lower lead quality decreases them.

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?

The most important categorical (dummy) variables that impact lead conversion are:

- **Lead Origin** – Certain origins (e.g., API, Landing Page Submission) lead to higher conversions.
- **Lead Source** – Some sources (e.g., Google, Direct Traffic) are more effective in bringing convertible leads.
- **Tags** – Specific lead tags indicating intent or status positively impact conversions.

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.

During the intern hiring period, X Education wants to maximize lead conversion. The best strategy is:

- Reduce the classification threshold to capture more potential leads.
- Use interns to call all potential leads identified by the model.
- The goal is to reach as many leads as possible, even if it means contacting some non-converting leads.

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.

Once the company meets its sales target, it wants to avoid unnecessary calls. The best approach is:

- Increase the classification threshold to focus only on highly convertible leads.
- Assign only experienced sales team members to handle the most promising leads.