Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Solution: The top three factors contributing most to the probability of lead conversion are:
Lead Source - Welingak Website: This source boosts conversion probability by 5.39 times.
Lead Source - Reference: With a factor of 2.93, references significantly influence conversion likelihood.
Current Occupation - Working Professional: Being a working professional increases the chance of conversion by 2.67 times.
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Q2. 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?
Solution: To maximize lead conversion probability, prioritize these top three categorical/dummy variables:

Lead Source_Welingak Website (5.39): Allocate additional resources to Welingak Website advertising to attract more leads effectively.**Lead Source_Reference** (2.93): Encourage referrals by offering discounts, incentivizing leads from references to increase conversions. **Current_occupation_Working Professional** (2.67): Tailor messaging and engagement strategies for working professionals to optimize conversion rates through impactful communication channels.

Q3. 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.

Solution: To boost lead conversion during the intern-hiring phase, X Education can employ the following strategies:
Prioritize High-Potential Leads: Focus on leads from sources with high conversion probabilities, such as Welingak Website (5.39), Reference (2.93), and Working Professional (2.67). This ensures efficient resource allocation and better conversion rates.

Utilize Effective Communication Channels: Target leads who have received SMS messages (2.05) or opened emails (0.94) for higher conversion rates.

Maximize Website Engagement: Give priority to leads who have spent significant time on the website (1.05), indicating strong interest.

Maintain a Multi-Channel Approach: Follow up with leads who interacted through various channels, like Olark Chat, to capture diverse interests and increase conversion opportunities.

In conclusion, by focusing on high-potential leads, leveraging effective communication channels, maximizing website engagement, and maintaining a multi-channel approach, X Education can aggressively increase lead conversion during the intern-hiring period.

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Q4. 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.

Solution: The sales team can execute a meticulously crafted strategy to enhance lead conversion:
- Implement targeted lead nurturing via personalized emails, SMS, and bespoke newsletters.
- Utilize automated SMS for highly convertible prospects.
- Foster collaboration among sales, management, and data science teams to refine the model iteratively, leveraging insights for continuous improvement.
- Introduce discount and incentive schemes strategically to spur customer engagement.
- Cultivate relationships through diverse communication avenues such as email, social media, and chatbots.
- Solicit feedback from existing clientele to enhance lead quality and optimize conversion rates, ensuring sustained growth and customer satisfaction.