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

   Answer:

   1. Lead Source_Welingak Website

   2. Lead Source_Reference

   3. Current Occupation_Working Professional

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:

   1. Lead Source_Welingak Website

   2. Lead Source_Reference

   3. Current Occupation_Working Professional

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: Company can focus on features with positive coefficients for targeted marketing strategies contributing positively to predicting hot leads in the model.

   1. Focus on contacting "Working Professionals," as they exhibit a higher likelihood of conversion.
   2. Target individuals who repeatedly visit the website or spend significant time on it. Enhance the website's usability and provide more informative content to encourage engagement.
   3. Give Importance to leads whose last activity involves SMS or opening emails for targeted outreach.

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 identify areas of improvement:

- Analyze negative coefficients in specialization offerings.
- Review landing page submission process for areas of improvement.