

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

Based on the coefficients, the top three variables in final model which contribute most towards the probability of a lead getting converted are:

- Lead Origin_Lead Add Form
- Last Activity_Others
- Last Activity_Had a Phone Conversation

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 top 3 categorical/dummy variables to focus on for increasing the probability of lead conversion are selected based on both their coefficients and their practical importance:

- Last Activity_Had a Phone Conversation
- Lead Origin_Lead Add Form
- Lead Source_Olark Chat

The company should make call to the leads which have last activity is "Had a Phone conversation", lead source is from Olark Chat and Lead origin is Lead Add Form.

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.

Given our expanded telesales team, which now includes interns, we have the capacity to make calls to a larger pool of leads, even if the conversion probability is around 40 scores. However, it remains essential to prioritize leads with higher scores for more focused efforts. The sales team should be dedicated to contacting each potential lead multiple times, addressing their queries, providing tailored information, and showcasing the value of the courses. We should also implement an automated calling system to reach out to these potential leads efficiently.

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.

To reduce unnecessary calls after reaching our goal:

- Set a higher threshold for predicted probabilities, focusing only on leads with a very high chance of conversion.
- Use email strategies, sending personalized information and deals to potential leads before making calls.
- Give priority to leads who have recently interacted with the website or responded well to past communications.