

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Total Visits
 - i. Positive contribution
 - ii. A higher total number of visits to the platform increases the probability of a lead converting into a customer.
 - b. Total Time Spent on Website
 - i. Positive contribution
 - ii. The longer the time spent on the website, the higher the probability of a lead converting into a customer.
 - iii. Sales team should focus on such leads.
 - c. Lead Source
 - i. It is the important feature which should be focus
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?
 - a. Lead Origin_Lead Add Form
 - b. Lead Source_Olark Chat
 - c. Last Activity_Had a Phone Conversation
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.
 - a. Developing a model by considering various factors such as time spent on the site, total visits, and lead references.
 - b. Providing interns, a ready model
 - c. Initiate repeated SMS and call interactions to become more familiar with leads, discussing their problems, backgrounds, and financial conditions.
 - d. Demonstrate that this platform/course will help build their career, ultimately leading to their conversion.
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.
 - a. Avoid focusing on unemployed leads, as they may not have the budget to spend on the course.
 - b. Do not focus on students, as they are already studying and may not be willing to enroll in a course specifically designed for working professionals early in their tenure.