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

   Answer:
   The top three variables based on the final model which contributes most towards the probability of lead getting converted are
   > Lead Source
   > Lead Origin
   > Occupation

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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:

   Top three Variables are :

   Occupation_Working Professional - 3.7478
   Lead Origin_Lead Add Form   - 3.6829
   Occupation_Businessman   - 2.1988

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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:

   To increase the lead conversion rate, X Education should guide interns to focus on the following key points:
1. **Leads with High Potential**:
   - Leads from the following sources have a higher likelihood of conversion:
     - Working Professional: 3.7478
     - Lead Origin Lead Add Form - 3.6829
     - Business man – 2.1988s
     - Welingak Website: 1.7369

   - Interns should prioritize calling leads from these sources during the intern-hiring period.
2. **Effective Communication Channels**:

- o Leads who have been sent SMS messages and have opened emails are more likely to convert.
- o Coefficients for Last Activity_SMS Sent and Last Activity_Email Opened are 2.0291 and 1.0177, respectively.
- o Interns should prioritize calling leads who have received SMS messages or opened emails from X Education.

3. **Maximize Website Engagement**:
   - o Total Time Spent on the Website is a good indicator of a lead's interest, with a coefficient of 1.1180.
   - o Interns should prioritize calling leads who have spent significant time on the website.

4. **Maintain a Multi-Channel Approach**:
   - o Follow up with leads who have interacted with X Education through multiple channels.
   - o For example, leads who have used the Olark Chat feature may still be interested even if they haven't spent much time on the website.
   - o Ensure follow-up with leads who have used various channels to interact with X Education.

In summary, to enhance lead conversion during the intern-hiring period, X Education should focus on high-potential leads, leverage effective communication channels, maximize website engagement, and maintain a multi-channel approach.

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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 assist X Education in identifying the most promising leads, known as 'hot leads', who are most likely to convert into paid customers, follow these steps:

- **Engage in lead nurturing activities**: Use personalized emails, SMS, and targeted newsletters to maintain interest and build relationships.
- **Send automated SMS**: Target customers with a high likelihood of conversion.
- **Collaborate across teams**: Work with the sales team, management, and data scientists to refine the model and gather feedback on successful and unsuccessful tactics.
- **Develop discount or incentive strategies**: Encourage potential customers to take action by offering discounts or incentives.
- **Build relationships through various channels**: Use email, social media, or chatbots to connect with potential customers.
- **Collect feedback from existing customers**: Improve lead quality and optimize conversion rates by gathering and analyzing customer feedback.