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

Positive Impact

A greater number of visits to the platform increases the likelihood of lead conversion into a customer.

2. Total Time Spent on Website

Positive Influence

More time spent on the website is associated with a higher chance of lead conversion into a customer.

The sales team should prioritize leads exhibiting this behavior.

3.Lead Source

Significance of Emphasis

This feature holds crucial importance and should be a primary focus.

• 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?

1. Lead Origin\_Lead Add Form  
2. Lead Source\_Olark Chat  
3. Last Activity\_Had a Phone Conversation

• 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.

1. Developing a comprehensive model by incorporating key factors such as time spent on the site, total visits, lead references, and more.

2. Equipping interns with a prepared model for immediate use.

3. Initiate a systematic approach of repeated SMS communication and phone calls, aiming to establish rapport, understand their concerns, delve into their background, and assess their financial situation.

4. Demonstrate the value of this platform/course in shaping their career growth, ultimately leading to successful conversion.

• 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.

1. Avoid directing attention towards leads who are currently unemployed, as they may lack the financial resources to invest in the course.

2. Refrain from targeting students, as they are already engaged in their studies and may not be inclined to enroll in a course tailored for working professionals at this stage.