Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

  ➢ Ans: Top Three Variables Contributing to Conversion Probability:

  1. **Total Time Spent on Website:** Leads spending more time on the website are more likely to get converted. This indicates higher engagement and interest.

  2. **Lead Source:** Specifically, leads originating from certain sources (like 'Landing Page Submission') might have a higher conversion probability.

  3. **Last Notable Activity:** Different notable activities that a lead performs before being contacted could have a significant impact on their conversion probability.

Q2. 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?

  ➢ Top 3 Categorical/Dummy Variables for Focus on Lead Conversion:

  1. **Lead Source**: Different lead sources might exhibit different conversion rates. The company should identify which sources bring in higher-quality leads.

  2. **Last Activity:** Analyzing the last activity before a lead is contacted can help understand their engagement level and intent to convert.

  4. **What is your current occupation:** This variable might provide insights into the professional background of the leads, influencing their likelihood to convert.

Q3. 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.

> ➤ Strategy During Intern Hiring Phase (Aggressive Conversion):

1. **Lower Probability Threshold:** During this period, lower the probability threshold for classifying a lead as 'converted.' This will result in more leads being classified as 1 and will lead to more phone calls being made.

2. **Prioritize Leads:** Sort potential leads by their predicted conversion probability in descending order. Start making calls to the leads with the highest predicted probabilities. This will maximize the chances of converting leads with the highest intent.

3. **Timely Follow-ups:** Ensure timely follow-ups after initial interactions. Consistent communication and addressing lead queries promptly can significantly improve conversion rates.

Q4. 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.

> ➤ Strategy After Reaching Quarterly Targets (Minimize Useless Calls):

1. **Increase Probability Threshold:** Increase the probability threshold for classifying a lead as 'converted.'

2. **Focus on High-Probability Leads:** Instead of making calls to a larger set of leads, focus on making calls to leads with the highest predicted conversion probabilities.

3. **Lead Qualification:** Implement a more rigorous lead qualification by including additional engagement metrics, specific actions taken on the website.

4. **Email and Content Strategy:** During this phase, focus more on sending informative and engaging emails, content, and resources to leads, which will help in maintaining engagement.