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

***TotalVisits***

***Total Time Spent on Website***

***Lead Origin\_Lead Add Form***

1. What are the top 3 categorical/dummy variables in the model that should be focused on to increase the probability of lead conversion?

***Country\_NA***

***Lead Origin\_Lead Add Form***

***Lead Source\_Welingak Website***

1. 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 many of such people as possible. Suggest a good strategy they should employ at this stage.
2. ***Prioritise potential leads*** *by identifying those that the model indicated will convert more frequently, or have a final\_prediction of 1. To increase the likelihood of successful conversions, concentrate on these leads.*
3. ***Set precise objectives:*** *Set specific goals for the required number of phone calls and the desired conversion rate. The team will benefit from this as they work diligently to convert as many customers as possible.*
4. ***Create a customized strategy:*** *Create individualized phone scripts or talking points that are catered to the needs and preferences of each prospective lead. Based on the information, emphasize the advantages and distinctive selling factors that are most likely to resonate with them.*
5. ***Results should be tracked and analyzed****, and the effectiveness of the plan should be evaluated. To improve the strategy, look for any patterns or trends in successful conversions.*
6. 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. ***Review and rank existing leads:*** *Assess the leads already in the sales funnel and rank them according to their prospective worth or chance of a conversion. Pay special attention to leads who have previously expressed a lot of interest or involvement.*
   2. ***Refine the criteria used to qualify leads:*** *Examine and improve the criteria used to qualify leads. To make sure that only highly qualified leads are pursued further. This will lessen the likelihood of making pointless phone calls.*
   3. ***Use alternate routes of communication:*** *Investigate alternate channels of communication with possible leads, such as email, social media, or instant messaging. The business can reach potential leads by using a variety of channels rather than just phone calls. In fact, it can be automated by deploying chatbots.*