

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

Following are the top three variables that contribute most towards the probability of getting a lead converted:

- Total Time Spent on Website
 - Total Visits
 - Lead Source with elements Google
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?

Top 3 Categorical/Dummy variables to increase probability of lead conversion are:

- Lead Source with elements google
 - Lead Source with elements direct traffic
 - Lead Source with elements organic search
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.

Pattern identification should be done among the leads for targeting phone calls with below observed criteria:

- They spend a lot of time in the website and this can be done by enhancing the website's appeal and creating an engaging experience that entices them to return.
- They are seen coming back to the website repeatedly to enhance their decision making.
- Their last activity is through SMS or through a chat conversation which is a clear-cut agenda for next discussion on making the right choice.
- They are working professionals which can afford the course and uplift their career.

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.

Under these circumstances, prioritizing alternative methods such as automated emails and SMS becomes crucial. Resorting to phone calls should be reserved for urgent situations. While the aforementioned strategy remains valid, it is most effective when applied to customers with a notably high likelihood of course enrollment.