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

   Top Variables for Lead Conversion:

   The top three variables contributing most to the probability of a lead converting are:

   Lead Source from the Welingak Website: 5.39
   Lead Source from References: 2.93
   Current Occupation as a Working Professional: 2.67

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:

   Key Categorical Variables to Focus On:

   The top three categorical variables that should be prioritized to increase lead conversion probability are:

   - Lead Source from the Welingak Website: 5.39
     - Increase budget for advertising on the Welingak Website to attract more leads.
   - Lead Source from References: 2.93
     - Offer discounts for referrals that convert to encourage more references.
   - Current Occupation as a Working Professional: 2.67
     - Use tailored messaging and engage working professionals through effective communication channels.

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:
   Strategy for Aggressive Lead Conversion During Intern-Hiring Period:

   To boost lead conversion during the intern-hiring period, X Education should:

   - Prioritize leads from high-potential sources like:
     - Welingak Website: 5.39
     - References: 2.93

- o Working Professionals: 2.67
- Focus on effective communication channels:
  - o Leads who have received SMS messages (Coefficient: 2.05)
  - o Leads who have opened emails (Coefficient: 0.94)
- Maximize engagement with leads who spent significant time on the website (Coefficient: 1.05).
- Maintain a multi-channel approach by following up with leads who have used various communication channels, such as the Olark Chat feature.

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:

When the sales target is reached early, to minimize unnecessary phone calls, the sales team should:

- Engage in lead nurturing activities like personalized emails, SMS, and targeted newsletters.
- Use automated SMS for customers with a high likelihood of conversion.
- Collaborate with the sales team, management, and data scientists to refine the model and gather feedback on effective strategies.
- Develop strategies for providing discounts or incentives to encourage customer action.
- Build relationships through other communication channels like email, social media, or chatbots.
- Gather feedback from existing customers to improve lead quality and optimize the conversion rate.