

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

The three most influential variables in the final model, which contribute significantly to the probability of a lead getting converted, are as follows:

- **Total Time Spent on Website**
- **Tags_Will revert after reading the email**
- **What is your current occupation_Working Professional**

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?

- **Lead Origin_Lead Add Form**
- **Last Notable Activity_SMS Sent**
- **Tags_Closed by Horizon**

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.

To ensure comprehensive lead scoring and efficient resource allocation, it's essential to compare the lead scores of converted and non-converted leads. This analysis helps uncover new patterns and trends. Additionally, integrating negative scoring is crucial to account for behaviors indicating a lack of fit or interest, such as repeated visits to the careers page, email unsubscribes, bounced emails, or extended periods of inactivity. This strategy minimizes resource wastage on leads with low conversion potential.

Phone calls should be prioritized for individuals who exhibit the following behaviors:

- They spend significant time on the website, indicating interest. Enhancing website content can encourage their return visits.
- They demonstrate consistent return visits to the website.
- Their most recent activity involves a phone conversation, and they have opted for "do not email."
- They are working professionals, and their last notable activity was a phone call.

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.

- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure.