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

   I.   Lead Source_Welingak Website: 5.39
   II. Lead Source_Reference: 2.93
   III. Current_occupation_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?**

   I.   Lead Source_Welingak Website: 5.39

        We should focus on more budget/spend on Welingak Website in terms of advertising

   II. Lead Source_Reference: 2.93 ,

        We can provide discounts for providing references that convert to lead to encourage more references.

   III. Current_occupation_Working Professional: 2.67

        We should develop tailored messaging and engage working professionals through communication channels based on their engagement impact

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 enhance lead conversion during the intern-hiring period, X Education can adopt a strategic approach based on variable coefficients:

- Prioritize leads from high-potential sources like 'Welingak Website' (coefficient 5.388662), 'Reference' (coefficient 2.925326), and 'Working Professional' (coefficient 2.669665).
- Emphasize leads who have received SMS messages and opened emails with coefficients of 2.051879 and 0.942099 for 'Last Activity_SMS Sent' and 'Last Activity_Email Opened,' respectively.
- Target leads who have spent a substantial amount of time on the website, considering the positive coefficient of 1.049789 for 'Total Time Spent on the Website.'
- Maintain a multi-channel approach, engaging with leads who have interacted through various platforms, such as the Olark Chat feature. This approach ensures comprehensive lead follow-up and increases conversion opportunities.

In summary, this strategy can empowers X Education to make lead conversion more aggressive during the intern-hiring period by prioritizing high-potential sources, leveraging effective communication channels, maximizing website engagement, and adopting a multi-channel approach.

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.

To optimize lead conversion, X Education should concentrate on nurturing leads through tailored emails, SMS messages, and precision-targeted newsletters. Additionally, implementing automated SMS communications for leads with a high likelihood of conversion is recommended. Collaboration among the sales team, management, and data scientists is crucial to continually refine the model, utilizing feedback to discern successful strategies and areas for improvement. Furthermore, devising a strategy for offering discounts or incentives to potential customers can serve as a catalyst for prompting them to take decisive actions.