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

Ans. The following key variables significantly contribute to the result:

- Total Time Spent on Website
- Total Visits
- Lead Source, specifically elements related to 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?

Ans. To increase probability, the top 3 categorical/dummy variables are:

- Lead Source with elements from Google
- Lead Source with elements from organic search
- Lead Source with elements from direct traffic

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.

Ans.

1. **Providing Interns with a Ready-to-Use Model**:
   - Equip interns with a well-structured model that can be easily utilized to streamline their tasks.
2. **Engaging with Leads Through SMS and Calls**:
   - Initiate consistent communication through SMS and phone calls.
   - Build familiarity by understanding their problems, background, and financial conditions.
   - Maintain a friendly and helpful tone in all interactions.
3. **Demonstrating the Value of the Platform/Course**:
   - Clearly articulate how the platform or course can significantly contribute to their career development.
   - Highlight success stories and tangible benefits to build trust and credibility.
   - Aim to convert leads by addressing their concerns and showcasing the potential impact on their careers.
4. **Maintaining Continuous Follow-Up**:
   - Schedule regular follow-ups to keep leads engaged and informed.
   - Provide additional resources and support to help them make informed decisions.
   - Monitor their progress and adapt the approach based on their responses.

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.

Ans. When the company reaches its quarterly target ahead of time, it should shift its focus to other methods of communication, such as automated emails and SMS. This approach ensures that phone calls are only made when absolutely necessary. Additionally, this strategy should be applied primarily to customers with a high likelihood of purchasing the course, to optimize efforts and maintain efficiency.