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

   Total Time Spent on Website

   - High positive contribution towards lead conversion (Coefficient of 4.713648)
   - If a visitor spends more time on the website, they are more likely to convert. Greater focus should be placed on these leads.

   Lead Origin_Lead Add Form

   - High positive contribution towards lead conversion (Coefficient of 4.972153)
   - The leads who have submitted the Lead Add Form are more likely to convert, so prioritizing these leads is essential.

   What is your current occupation_Working Professional

   - High positive contribution towards lead conversion (Coefficient of 2.879075)
   - The Leads who are currently working professionals have a higher likelihood of converting.

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

   - High positive contribution towards lead conversion (Coefficient of 4.972153)
   - The leads who have submitted the Lead Add Form are more likely to convert, so prioritizing these leads is essential.

   What is your current occupation_Working Professional

   - High positive contribution towards lead conversion (Coefficient of 2.879075)
   - The leads who are currently working professionals have a higher likelihood of converting.

   Last Activity_Had a Phone Conversation

   - High positive contribution towards lead conversion (Coefficient of 2.070172)
   - The leads whose most recent activity was a phone conversation with the company show a higher likelihood of conversion.

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.

- The company should focus on leads who spend significant time on the X-Education website (Total Time Spent on Website), as this indicates strong interest in the courses. These leads are more likely to convert.
- The company should prioritize leads who frequently visit the X-Education website (Total Visits), as their repeated visits suggest they are comparing courses and exploring options. These leads have a higher likelihood of conversion.
- Emphasize targeting leads who are currently working professionals (Current Occupation: Working Professional). They are more likely to convert due to their career-oriented goals and financial stability.
- Leads whose most recent interaction with the company was a phone conversation (Last Activity: Had a Phone Conversation) demonstrate a higher probability of conversion.
- Follow the lead scores provided, as they reflect the likelihood of a lead converting. A higher score indicates a stronger potential for conversion.

9. 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.

- Avoid focusing on unemployed leads, as they may lack the financial resources to enroll in courses. Leads identified as working professionals show a higher likelihood of conversion and should be prioritized.
- Leads marked as "Do Not Email" tend to have lower conversion rates, likely due to limited communication opportunities. Allocate minimal effort to these leads to reduce unnecessary phone calls.
- Leads whose last activity was an Olark Chat Conversation are less likely to convert. Minimize time spent on such leads to optimize the sales team's productivity.