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

According to the summary report, the top variables contributing to conversion are:

   1. Lead Source: Total Visits
   2. Lead Source: Total Time Spent on Website
   3. Lead Origin: Lead Add Form

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?

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 are:

   1. Lead Add Form
   2. Direct traffic
   3. Google

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.

A good strategy for X Education during this period could be:

   1. Prioritize leads predicted as 1 by the model: The sales team should focus on calling the leads that have been predicted as 1 by the model, as they are more likely to convert.
   2. Increase call volume: The sales team should increase the number of calls made during this period to reach out to as many potential leads as possible.
   3. Customize call scripts: The call scripts should be customized according to the lead's interests and needs, to increase the chances of conversion.
   4. Use follow-up emails: In addition to phone calls, follow-up emails can also be sent to potential leads to keep them engaged and interested in X Education's offerings.
   5. Measure and analyze results: The sales team should track and analyze the results of their calls and emails to see what is working and what is not. They

> can use this information to make adjustments and improve their conversion rates.

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.

> During this period, the company can focus on improving their lead nurturing process and automating it as much as possible. They can send personalized emails to the potential leads based on their behavior on the website, their interests, and their interaction with the company's content. The company can also employ a lead scoring system to prioritize the leads based on their likelihood to convert, and only call the leads with high scores. This will help to minimize the rate of useless phone calls and also improve the chances of conversion for the high-scoring leads. Additionally, the sales team can also focus on analyzing the data and identifying new trends or patterns that can help in improving the overall conversion rate in the long run.