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

   a) *Total Visits:*
      - *From the coefficient value, we see that it has positive contribution.*
      - *When a total visit by a customer is high, it means that the customer is genuinely interested in product and can be targeted by Marketing team to convert this lead.*

   b) *Total Time Spent on Website:*
      - *From the coefficient value, we see that it has positive contribution.*
      - *The higher the time spent by a lead on the website, the higher is chance of this lead converting into customer.*

   c) *Lead Origin_lead add form:*
      - *Positive contribution.*
      - *Directly influences the target variable.*

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?

   Below are the top 3 categorical/dummy variables that should be focused the most.

      1. *Lead Origin_lead add form*
      2. *What is your current occupation_working professional*
      3. *Lead Source_welingak website*

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.

   Below are few strategies:
      1. *Rank the leads based on high total visits and time spent on website. These are leads who are highly interested in taking up course and they need to be prioritized.*
      2. *Segment and prioritize high value Leads. Within the leads predicted as 1 by the model, further segment them based on potential value. i.e. based on course interested, lead occupation. Priority has to be given to the leads with this high potential value.*

3. *Interns can leverage Multi Channel outreach. In addition to calling over phone, other communication channels such as SMS, WhatsApp, personalized emails can be utilized.*
4. *Analyze call outcome and redefine model features accordingly.*

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.

   1. *Use more stringent criteria to filter leads focusing only on high probability leads*
   2. *Focus on leads interested in high value courses*
   3. *Send personalized emails, SMS and WhatsApp messages to the high probability leads and when they respond or request to call, then calls can be made focusing on highly interested leads*
   4. *Leads who download the brochure or visiting the payment page (left without paying) can be given priority and approached first.*