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

Ans:
The top 3 variables in the model that contribute most towards higher probability in lead conversion are:
- Total Time Spent on Website: The customers spending more time on website can turn to be potential leads.
- Lead Origin: Leads who have engaged through 'Lead Add Form' having higher conversion rate so company can focus on it.
- Last Activity: The last activity by the customer who successfully converted to lead

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:
The top 3 dummy variables in the model that contribute most towards higher probability in lead conversion are:
Lead Origin_Lead Add Form, Last Activity_Converted to Lead and Tags_Busy

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:
Below are some of the strategies to be followed using the model.

- We can decrease the probability cutoff slightly to catch some more leads. Basically, here we should focus on increasing the Recall rate i.e minimize the risk of missing any of the potential lead.

- We will have to do marketing very aggressively, i.e use every platform SMS/Email and all other social media platforms to increase the audience. For the leads who do not convert Instantly we can follow up them to further increase chances of conversion.

- Instead of solely relying on the top selected features at end by final model, we should analyze other important features which were discarded which may hint the probable conversion of a lead.

- Apart from these we should also take feedback on every lead we communicate with to know what the probable mistakes from our end were or gap of understanding at lead's end if any contributed to failure.

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:
Below are some of the strategies to be followed using the model.

- We can increase the probability cutoff slightly to catch some more leads. Basically, here we should focus on increasing the Precision rate i.e minimize the risk of misidentifying any lead incorrectly.
- We should prioritize only high-quality leads that have very high likelihood of conversion. Focus on leads that have shown strong engagement or fit the ideal customer profile(Mostly avoid focusing on unemployed and students as they may take more time and efforts to get convinced), ensuring that any calls made are strategic and purposeful.
- We should Leverage marketing automation tools to schedule and send follow-up emails and reminders. Automated sequences can nurture leads without requiring constant manual outreach, keeping them engaged while allowing the sales team to focus on other priorities.
- We can also Create a system where leads can request a callback if they have specific questions or needs. This way, the sales team only engages with leads who genuinely require assistance, reducing the number of unnecessary calls.