

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 1. Aggregate Site Visits
 - Positive Impact
 - A greater overall count of visits to the platform increases the likelihood of converting a lead into an actual customer.
 2. Cumulative Duration of Website Engagement
 - Positive Impact
 - The more time a lead invests in exploring the website, the greater the likelihood of successful lead conversion.
 - Sales teams should prioritize leads demonstrating extended website engagement.
 3. Origin of Leads
 - A pivotal factor warranting attention.
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?
 - a. Lead add form, Olark Chat and Had a Phone Conversation
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. Creating a comprehensive model involves taking into account multiple factors essential for its development, including metrics such as time spent on the site, total visit count, and leads generated. Interns are furnished with a readily available model. The approach encompasses repetitive communication through SMS and calls, aimed at fostering a deeper connection. This involves engaging in discussions about their individual challenges, backgrounds, and assessing their financial circumstances. The ultimate objective is to convincingly demonstrate how the offered platform/course can substantially contribute to their career growth, resulting in successful conversion.
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.

- a. Avoid directing your attention towards individuals who are currently without employment, as they may lack the financial resources necessary to invest in the course. Additionally, it's advisable to refrain from targeting students, as they are already engaged in their studies and unlikely to show interest in enrolling in a course tailored for working professionals, particularly at this early stage of their educational journey.