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

   Do Not Email, Total Time Spent on Website, Lead Origin_Landing Page Submission

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 Source_Welingak Website, What is your current occupation_Working Professional, Last Activity_Other_Activity

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.

   To maximize lead conversions during the intern phase, X Education should focus on leads with the highest predicted probabilities of conversion. Segment leads based on key variables like lead source or interest, and personalize communication strategies accordingly. Implement multiple contact attempts, scheduling calls during optimal times, and use interns to follow up on medium-to-high probability leads. Offering limited-time incentives and referral bonuses can further encourage quick conversions. Continuous monitoring and real-time adjustments based on data analysis will help optimize the strategy throughout the two-month period. Interns should be trained to effectively use CRM tools to log calls, outcomes, and follow-ups. By prioritizing high-probability leads, tailoring communication, and maintaining a feedback loop, the sales team can significantly boost lead conversions during this aggressive campaign phase.

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.

   When X Education meets its quarterly targets early, the focus should shift to minimizing unnecessary phone calls. Prioritize only high-probability and high-value leads, setting a higher lead scoring threshold to ensure that only the most promising leads receive calls. Use automated communication methods, such as

email or SMS, to engage with less critical leads, reserving phone calls for those who respond positively. Shift initial outreach to personalized emails for key leads, and monitor lead behavior closely—focus on leads who actively engage with content (e.g., opening emails, visiting the website) but haven't converted yet. This approach allows the sales team to maintain efficiency, reduce wasted effort, and ensure that calls are made only when absolutely necessary, thereby aligning with the company's strategy during this phase.