

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
  - a. Total Time Spent on Website
  - b. Page Views Per Visit
  - c. Do Not Email
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. What is your current occupation\_Working Professional
  - b. Lead Origin\_Lead Add Form
  - c. What is your current occupation\_Not Available
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.

By prioritizing high-probability leads, optimizing call times, using effective call scripts, implementing a structured follow-up system, tracking performance, leveraging CRM tools, and incentivizing interns, X Education can maximize their lead conversion rates during the intern hiring phase. This strategic approach will ensure that the sales team utilizes their resources effectively and converts as many potential leads as possible.
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.

They can reduce the number of phone calls by increasing website visits. Implementing a comprehensive digital marketing strategy will help drive more traffic to the website.