

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
  - Tags
  - Total Time Spent on Website
  - Lead Source
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?**
  - Tags\_Closed by Horizzon: This variable has the largest coefficient of approximately 7.33, indicating a significant positive contribution to the probability of conversion.
  - Tags\_Will revert after reading the email: This variable has the second-largest coefficient of approximately 4.84, also indicating a significant positive contribution to the probability of conversion.
  - Tags\_Lost to EINS: This variable has the third-largest coefficient of approximately 6.49, again indicating a significant positive contribution to the probability of conversion.
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.
  - The best strategy to get maximum lead converted we need to use below strategy:
    - We will Prioritize the Leads based on model projection.
    - Within Prioritize Leads They can focus on those who spend a lot of time on the website, and this can be done by making the website interesting and thus bringing them back to the site.
    - We can also plan some incentives for callers to maximize the 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.
  - Shift the focus from phone calls to email campaigns targeting existing customers and qualified leads. Emails can be personalized, informative, and less intrusive than phone calls.
  - We can use other communication handles like WhatsApp / In App Notification or SMS to keep the communication on.

- Launch a referral program where existing customers can refer new leads in exchange for rewards or discounts, leveraging word-of-mouth marketing without the need for direct outreach.