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

   **Answer:**
   **Total Visits:** More visits indicate higher interest, making these leads more likely to convert. Focusing on these leads can enhance conversion rates.

   **Total Time Spent on Website:** Longer engagement on the website signals a lead's interest. These leads are prime targets for conversion efforts.

   **Lead Source:** The origin of the lead is crucial. High-quality sources tend to yield more convertible leads, making it essential to prioritize these channels.

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?
   **Answer:**
   **Lead Origin - Lead Add Form:** This category indicates leads coming through a specific form submission, often signaling high intent. Prioritizing these leads can significantly improve conversion rates as they've already taken a proactive step by filling out a form, showing a deeper level of engagement and interest.

   **Lead Source - Olark Chat:** Leads originating from Olark Chat interactions represent a direct engagement with your platform's support or sales team, which usually means they have specific queries or interests. These leads have demonstrated a willingness to engage in conversation, making them highly convertible with the right follow-up.

   **Last Activity - Had a Phone Conversation:** This activity suggests a high level of lead engagement, as having a phone conversation requires a significant commitment from the lead. Leads with this last activity are often further along in the decision-making process, making them prime candidates for conversion-focused strategies.

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.

   **Answer:**
   During their intensive two-month period with interns, X Education can intensify lead conversion efforts by:

**Enhancing the Model**: Focus the predictive model on key engagement indicators like website visits and time spent, along with lead responsiveness.

**Intern Training**: Arm interns with model insights and scripts that resonate with high-potential leads, emphasizing personalized engagement.

**Targeted Communication**: Use SMS and calls to build rapport, discussing leads' needs and how X Education aligns with their goals.

**Emphasize Value**: Clearly communicate the benefits of X Education's offerings, addressing any financial concerns to facilitate decision-making.

This streamlined approach uses targeted, data-driven interactions to maximize conversions with the support of interns

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.
   **Answer:**
   **Prioritize High-Value Segments:** Shift focus away from leads less likely to convert in the short term, such as unemployed individuals who may currently lack the budget for courses. This helps in reducing efforts on leads with lower immediate conversion potential.

   **Refine Lead Selection:** Temporarily adjust the lead nurturing strategy to deprioritize students who may not be in the immediate market for professional courses. This ensures that outreach efforts are concentrated on segments with a higher likelihood of conversion, such as professionals seeking career advancement or skill enhancement.

   By adopting these strategies, X Education can efficiently allocate its sales resources, focusing on high-potential leads while minimizing less productive engagements.