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

   1. Total Visits
   - **Positive Contribution:** Higher total visits indicate increased engagement, leading to a higher likelihood of conversion.
   - **Actionable Insight:** Leads with more visits should be prioritized by the sales team for follow-ups.
     2. Total Time Spent on Website
   - **Positive Contribution:** Longer time spent on the website correlates with higher interest and intent to convert.
   - **Actionable Insight:** The sales team should focus on engaging these leads quickly and providing tailored offers.
     3. Lead Source
   - **Positive Contribution:** The origin of the lead (e.g., organic search, referrals, paid ads) plays a crucial role in understanding lead quality and conversion probability.
   - **Actionable Insight:** Focus on optimizing and investing in the most effective lead sources to generate high-quality leads.

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 Origin_Lead Add Form:**
     Reason: Captures leads directly interested, making it a high-conversion category.
   - **Lead Source_Olark Chat:**
     Reason: Indicates engagement through real-time chat, showing strong intent to convert.
   - **Last Activity_Had a Phone Conversation:**
     Reason: Personalized interaction often builds trust and resolves doubts, increasing the likelihood 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.**

   1.Leverage a Predictive Model:
   - Develop or enhance a predictive model using key features like **Total Time Spent on Website**, **Total Visits**, and **Lead Source**.

- Use this model to score and rank leads based on their probability of conversion, ensuring that high-priority leads are targeted first.

2.Equip Interns with a Ready-to-Use Workflow:

- Provide interns with a structured model output, including a prioritized list of leads categorized by high, medium, and low conversion probability.
- Train interns on using scripts and materials tailored to address common objections and promote engagement.

3. Personalized and Persistent Outreach:

- **Repetitive SMS and Calls**: Establish consistent contact through calls and follow-up messages to build trust and familiarity.
- **Engagement Focus**: Discuss specific challenges the leads face, understand their backgrounds, and tailor solutions based on their needs and financial situations.

4.Showcase the Value of the Platform:

- Highlight how the platform or course aligns with their career goals.
- Share success stories, testimonials, and tangible outcomes (e.g., increased job opportunities, salary hikes).
- Offer limited-time incentives or scholarships to encourage sign-ups during this aggressive 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.**

1. Do not focus on unemployed leads. They might not have a budget to spend on the course
2. Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure