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

Answer: The top variables that contribute for lead getting converted in the model are

1. Total time spent on website: 1.14
2. What is your current occupation: 2.55
3. Had a Phone Conversation from Last Notable Activity: 1.92

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: The top 3 categorical/dummy variables in the model that be focused most in order to increase the probability of lead conversion are:

1. Total time spent on website: 1.14 We should focus on more budget/spend on Website in terms of advertising, etc. to attract more leads.
2. What is your current occupation: 2.55 We should develop tailored messaging and engage working professionals through communication channels based on their engagement impact
3. Had a Phone Conversation from Last Notable Activity: 1.92 We can provide discounts on Phone Conversation that convert to lead.

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: To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients:

- Focus on leads with high potential: Based on the given coefficients, leads from the following sources have a higher likelihood of conversion: Total time spent on website: 1.14 , What is your current occupation: 2.55 Had a Phone Conversation from Last Notable Activity: 1.92. Thus, the sales team should prioritize calling leads from these sources during the intern-hiring period
- Leverage effective communication channels: Leads who have been sent SMS messages and have opened the emails are also more likely to convert. The coefficients for Last Activity SMS Sent and Last Activity Email Opened are 1.92 and 1.88, respectively. Therefore, the sales team should prioritize calling leads who have been sent SMS messages or have opened emails from X Education.

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: To reduce the number of unnecessary phone calls when the company meets its quarterly sales target ahead of schedule, the sales staff can apply the following strategy:

1. Concentrate on lead nurturing efforts including personalized emails, SMS messages, and targeted newsletters.
2. Sending automatic SMS to clients with a high possibility of conversion
3. Work with the sales staff, management, and data scientists to fine-tune the model and collect feedback on what worked and what didn't.
4. Create a strategy for offering discounts or incentives to potential customers to entice them to buy.
5. Concentrate on developing relationships with potential clients via other contact channels such as email, social media, or chatbots.
6. Collect feedback from current customers in order to improve the quality of leads generated and maximize the conversion rate.