

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 :
 - i. More time Spent leads to more conversion explaining the interest of the candidate
 - b. Lead Source : Important feature to bring the users into the platform.
 - c. Last Activity :
 - i. Focusing on recent users will increase the chance of conversion. Recent users might be more interested

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. Lead Origin_Landing Page Submission
 - b. Lead Origin_Lead Add Form
 - c. Last Activity_SMS Sent

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. **Refine the predictive model:** Ensure that the model used to identify potential leads. Continuously evaluate and update the model to improve its accuracy in identifying potential leads.
2. **Train the interns:** Provide the interns with proper training on how to use the predictive model and its results. Ensure they understand the company's offerings, lead conversion process.
3. **Prioritize high-potential leads:** Use the predictive model to segment potential leads based on their probability of conversion. Prioritize contacting leads with higher probabilities first to maximize the success rate.
4. **Implement a multi-channel approach:** Engage potential leads through various channels such as phone calls, SMS, emails, and social media.
5. **Personalize communication:** Build trust and demonstrate a genuine interest in addressing the needs of the potential leads.
6. **Highlight the benefits of the platform/course:** Emphasize how X Education's offerings can help potential leads build their careers and achieve their goals. Share success stories,
7. **Monitor progress and provide support:** Regularly track the progress of the interns and the effectiveness of the lead conversion strategy.

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. Increase the threshold for classifying leads as high potential in the predictive model.
 2. Focus on nurturing existing leads through targeted email campaigns, newsletters, and webinars.
 3. Leverage marketing automation tools to manage lead nurturing campaigns and identify high-potential leads.
 4. Optimize non-intrusive communication channels such as email and social media for engaging potential leads.
 5. Monitor lead engagement metrics to identify leads that may require personal follow-ups.
 6. Reallocate sales team resources towards new projects or tasks, reducing emphasis on making phone calls.
 7. Regularly evaluate and refine the strategy based on effectiveness and feedback.