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

   The top three variables in the model which contribute most towards the probability of lead getting converted are as below:

   - **Lead Origin_Lead Add Form** with coefficient **4.1439.**
   - **Last Activity_SMS Sent** with coefficient **1.5407**.
   - **Total Time Spent** with coefficient **1.1369**.

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?**

   The top three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are as below:

   - **Lead Origin_Lead Add Form** with coefficient **4.1439.**
   - **Last Activity_SMS Sent** with coefficient **1.5407**.
   - **Lead Source_Olark Chat** with coefficient **1.0045**.

   Above are the 3 categorical variables which have high impact on probabilities. So, we have to focus on these variables.

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.**

   I would suggest below strategy:

   - Reach out to the leads who have been predicted as 1 by the model.
   - Interact with them to know their requirement and field of Interest.
   - Suggest courses as per the Lead's interest/requirement.
   - If Lead is interested on any particular course, give as much information as possible on the same.
   - Make the Lead aware about the benefits of the courses which we are referring to Lead.

- Make the Lead aware about various Group activities like Base camps, webinars etc. which will be conducted as part of the course.
- If there are any possibilities of pursuing higher degree on the same course, inform the Lead about the same.
- Try to Interact with Lead as much as possible to gain his confidence on the course.
- Make lead aware of the scholarship programs and additional offers.
- Follow up with Lead in completing various milestones like assessment test, submitting additional documents or payment of fees.
- On joining the course, the lead has now converted.

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.**

- Even after reaching the target, there might be some leads who are interested in a course but have not opted for course. So, reach out to such leads only via phone call.
- Send automatic mail to converted leads about the course with clear description which lead is looking for.
- Arrange live webinar for all the leads and explain about the course.
- Approach only the leads obtained through referrals via email's for next quarter.
- Approach leads who is making phone call to educational institutes.