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

A: The highest contributors are:

- Total Time Spent on Website(coeff=4.0372) : This makes sense as the person doing so might be interested to buy the course even before a sales executive has made contact, might be trying to do a research on the course they're looking for.
- Lead Origin_Lead Add Form(coeff=3.4439): The person trying to purchase the product would try to reach out to someone from the company to talk and know about the course, so it makes sense that forms have a high impact on the prediction.
- Last Notable Activity_Olark Chat Conversation(coeff=-2.5241): Here the person has lower likely hood of converting. This could be because of a bad experience with the chatbot, or we could also scrap the use of this tool as the use of it declines the sales.

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: The highest categorical contributors are:

- Lead Origin_Lead Add Form(coeff=3.4439): The person trying to purchase the product would try to reach out to someone from the company to talk and know about the course, so it makes sense that forms have a high impact on the prediction.
- Last Notable Activity_Olark Chat Conversation(coeff=-2.5241): Here the person has lower likely hood of converting. This could be because of a bad experience with the chatbot, or we could also scrap the use of this tool as the use of it declines the sales.
- What is your current occupation_Working Professional (coeff= 2.4519): These might be working individuals who are looking to upskill. They are a good target as they are earning group and have a necessity to keep upskilling.

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.

A: To go aggressive, they should be picking up more people who visit their web page and stay there for a long time. These are customers that are already interested in the product or a product like it, which means there is less resistance. But this is left to the chance whether a person visits their web page or not, so a good way to beat this is to start reaching out to employed individual, because we can see from the model that there is a potential there. These people are the people who require it the most, or can be made to realize that they require the product by showing them the changes in industries and the importance of upskilling. Based on the model produced, we should take any number between 30 and 100 lead score. This make it for an aggressive 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.

A: In this case we would take lead score of 50-100 as the potential candidates to call, that way we aren't compromising too much on the on the accuracy and we have lower chance of encountering customer who aren't likely to buy the course (higher specificity). A good way to work around reducing the cost of the phone call is to do email marketing to the employed, that way, the customer is aware of the company and its product that increases the chance of them reaching out to them, or when it's time to go aggressive, they already would have some idea about the existence of the company.