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

   From Final Model, the features with the highest coefficient values (positive/negative) are-
   - `Lead Origin_Lead Add Form (2.95),`
   - `What is your current occupation_Other (-2.767843)`
   - `What is your current occupation_Unemployed (-2.689104)`

   These are the most significant features which contribute most towards the probability of a lead getting converted.

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 features with the highest positive coefficient values are-
   - `Lead Origin_Lead Add Form`
   - `Lead Source_Welingak Website`
   - `Last Activity_SMS Sent`

   Lead plays a major role in the converts.

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.

   - From our model, we can identify all potential leads. Interns should diligently follow up with these leads, sharing alumni success stories from their programs. Additionally, providing alumni contact information can enhance the leads' confidence in choosing the course after discussing their experiences.
   - Interns should also consistently send emails about their program to leads who have chosen the email option.
   - Offering discounts on courses to potential leads can occasionally help convert them. The business team should be ready to extend these discounts to high-quality leads.
   - Interns should also concentrate more on potential leads who are employed.

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.

When the company reaches its target, they should focus on their efficiency as they must focus on some new work as well. Their efficiency can be increased by:

- Identify high value leads and concentrate on them.
- Utilize email and messaging; encourage the sales team to communicate via email or messaging platforms instead of making phone calls.
- Focus on employed leads rather than unemployed ones.