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

   Sol:
   - Total Time Spent on Website
   - Lead Source_Olark Chat
   - Lead Source_Reference

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?

   Sol:
   - Lead Source_Olark Chat
   - Lead Source_Reference
   - Lead Source_Welingak Website

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.

   Sol:
   - They should focus on the leads which have high lead score, as the high lead score leads to high probability of conversion. They should make phone calls to the leads which have high lead score.

   - They should focus on the leads which have high probability of conversion, as the high probability of conversion leads to high lead score. They should make phone calls to the leads which have high probability of conversion.

   - 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 2.051879 and 0.942099, respectively. Therefore, the sales team should prioritize calling leads who have been sent SMS messages or have opened emails from X Education.

   - Maximize website engagement: Total Time Spent on the Website is also a good indicator of the lead's interest in X Education's services, with a coefficient of

1.049789. Therefore, the sales team should also prioritize calling leads who have spent a significant amount of time on the website.

- Maintain a multi-channel approach: Finally, the sales team should also make sure to follow up with leads who have interacted with X Education through multiple channels. For example, leads who have used the Olark Chat feature on the website may not have spent as much time on the website, but may still be interested in X Education's services. Therefore, the sales team should make sure to follow up with leads who have used multiple channels to interact with 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.

   Sol:
   - Focus on lead nurturing activities such as personalized emails, SMS's and targeted newsletters.
   - Sending automated SMS to customers that have very good likelihood of getting converted
   - Collaborate with the sales team, management, and data scientists to teams to fine-tune the model and gather feedback on what worked and what didn't.
   - Make the strategy for providing discounts or incentives to potential customers to encourage them to take action.
   - Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.
   - Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate