

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

- **Number of Visits**

- **Favorable Impact**
- An increase in the total visits to the platform enhances the likelihood of a lead becoming a customer.

- **Duration of Website Engagement**

- **Favorable Impact**
- Leads who spend more time engaging with the website show a higher probability of conversion.
- It's advantageous for the sales team to focus on these leads.

- **Source of Lead**

- This variable plays a vital role and should be given significant attention.

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?

- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- Last Activity_Had a Phone Conversation

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.

- Developing a model by incorporating several key factors, such as time spent on the site, total visits, and lead sources, among others.
- Supplying interns with a pre-built model for their use.
- Initiating frequent SMS and call follow-ups to establish a closer relationship, address their concerns, understand their background, and assess their financial situation.
- Demonstrating how this platform or course can advance their career prospects, ultimately leading to their conversion.

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.
- Avoid targeting unemployed leads, as they may lack the financial resources to invest in the course.
 - Refrain from targeting current students, as they are already engaged in their studies and may be less inclined to enroll in a course intended for working professionals at this stage.