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

Ans: These are the top variables that contribute towards the result
- Total Time Spent on Website
- Total Visits
- Lead Source with elements Google

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?

Ans: Top 3 Categorical/Dummy variables to increase probability are:
- Lead Source with elements google
- Lead Source with elements direct traffic
- Lead Source with elements organic search

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.

Ans: Focus on Hot Leads: Use the model's predictions to focus calls on leads with the highest chances of converting. This makes sure interns use their time efficiently.

Immediate Follow-Ups: Have interns call leads who have shown interest recently (e.g., high website activity or form submissions) for quick responses to increase conversions.

Phone calls should be made to leads if:

- They spend a significant amount of time on the website, which can be increased by making the site more engaging to encourage them to return.
- They repeatedly visit the website.
- Their most recent interaction was through SMS or Olark chat.
- They are working professionals.

This approach will help prioritize leads with higher conversion potential.

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.

Ans: Threshold-Based Approach: Only call leads with a very high conversion probability (e.g., 0.9 or higher) to avoid wasting time.

Use Emails/SMS for Lower Priority Leads: For lower-priority leads, use less time-consuming methods like email or SMS instead of phone calls.

Focus on High-Value Leads: Prioritize calls to leads from valuable sources like Google and the Welingak Website, which historically convert more.