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

Ans. The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

Lead Origin_Lead Add Form   3.126053
Last Activity_Other_Activity   2.491541
Lead Source_Welingak Website   2.481608

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. The top 3 categorical/dummy variables in the model that be focused most inorder to increase the probability of lead conversion are:

- Lead Origin_lead Add Form : 3.126
  - We should focus more on the origin identifier Add Form with which the customer was identified to be a lead so as to convert lead finally.
- Lead Activity_Other_Activity : 2.491
  - We can focus more on Last activity performed by the customer to convert hot lead.
- Lead Source_Welingak Website: 2.48
  - We should focus on more budget/spend on Welingak Website in terms ofadvertising, etc. to attract more leads.

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. To make lead conversion more aggressive during the intern-hiring period, X Education can employ the following strategy based on the given variables and their coefficients:

- Focus on leads with high potential: Based on the final model give them

data of hot leads which are required to be followed. Like we found total 339 potential leads .Thus, the sales team should prioritize calling these potential leads by the interns-hired.

- **Leverage effective communication channels**: The sales team should prioritize calling potential leads have followed initially by hired interns.

In summary, to make lead conversion more aggressive during the intern-hiring period, X Education should focus on leads from high-potential sources, leverage effective communication channels, maximize website engagement, and maintain a multi-channel approach.

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. To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- 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 leadsgenerated and optimize the conversion rate.