

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Total Time Spent on Website - Indicating that the more time a lead spends on the website, the higher the likelihood of conversion.
 - Last Activity: Had a phone conversation - Leads that have their "Last Activity" as "Phone conversation" often exhibit a strong positive association with conversion.
 - What is your current occupation: Working professional - Leads who are working professionals are contribute to a higher intent to engage.

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 Profile: Potential leads – Prioritize potential leads
 - Last Activity: SMS Sent – Enhance SMS campaigns to boost engagement.
 - Specialization: Management – Target management professionals with tailored campaigns.

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.
 - Creating a model by taking into account a number of factors, such as the amount of time spent on site, the number of visits, the leads reference, etc.
 - Providing interns a ready model
 - Start calling and texting them frequently in an effort to get to know them better. Talk about their background, problems, and financial situation.
 - Convert them after demonstrating that this platform will aid in their professional development.

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.
 - Do not focus on unemployed leads. They might not have a budget to spend on the course

- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure