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

   Response: As per the final model analysis, the leading factors influencing the likelihood of lead conversion are identified as follows:
   - - Lead Source_Welingak Website: 5.39
   - - Lead Source_Reference: 2.93
   - - Current_occupation_Working Professional: 2.67

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?

   Response: The primary categorical variables that significantly impact lead conversion, as per the model analysis, are outlined below:

   • Lead Source_Welingak Website: 5.39
   - To enhance lead generation, focus on increasing investment in activities related to the Welingak website, such as advertising.

   • Lead Source_Reference: 2.93
   - Encourage more referrals by offering incentives or discounts for successful leads referred by existing customers.

   • Current_occupation_Working Professional: 2.67
   - Develop tailored content and communication strategies to effectively engage working professionals, leveraging their substantial impact on lead conversion.

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.

   Response: Based on the provided variables and their coefficients, X Education can implement the following strategies to boost lead conversion during the intern hiring period:

• **Prioritize high-potential leads**: Leads originating from specific sources show higher conversion likelihood:
   - Working Professional: 2.669665
   - Reference: 2.925326
   - Welingak Website: 5.388662
   Therefore, the sales team should give priority to contacting leads from these sources for intern recruitment.

• **Optimize communication channels**: Leads who received emails and SMS messages are more likely to convert. With coefficients of 2.051879 for last activity_SMS sent and 0.942099 for last activity_email opened, contacting leads who have engaged with emails or SMS from X Education should be a priority for the sales team.

• **Enhance website engagement:** A higher total time spent on the website, indicated by a coefficient of 1.049789, reflects greater interest in X Education's services. Consequently, leads demonstrating significant website interaction should receive priority when contacted by the sales team.

• **Implement a multi-channel approach**: Contact leads who have interacted with X Education through various channels. For example, leads using the website's Olark Chat may not have spent extensive time there but could still be interested. Thus, ensure follow-up with leads engaging through multiple channels.

In summary, X Education should focus on leads from high-potential sources, leverage effective communication channels, boost website engagement, and maintain a multi-channel approach to intensify lead conversion efforts during the intern-hiring phase.

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.

Response: In the event that the business surpasses its quarterly sales target ahead of schedule, the sales team may consider implementing the following strategy to minimize unnecessary phone calls:

• Focus efforts on lead nurturing activities such as personalized emails, SMS messages, and targeted newsletters.
• Implement automated SMS messaging for clients with a high likelihood of conversion.
• Collaborate across teams including management, sales, and data scientists to refine the model and gather insights on successful tactics.
• Devise a strategy for offering discounts or incentives to motivate potential clients to take action.
• Emphasize building connections with prospects through additional communication channels like email, social media, or chatbots.
• Gather feedback from current clients to enhance lead quality and maximize conversion rates.