Subjective Question Asked by the Company
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1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

    The top 3 variables that contribute towards the probability of a lead getting converted are:
    1. Total Time Spent on Website: The total time spent by the customer on the website.
    2. Lead Source_Google: The source of the lead is 'Google'
    3. Last Notable Activity_Modified: The last notable activity performed by the student is 'Modified'.

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?**

    The top 3 categorical/dummy variables in the model that should be focused the most to increase the probability for lead conversion are:
    1. Lead Source_Google: The source of the lead is 'Google'
    2. Last Notable Activity_Modified: The last notable activity performed by the student is 'Modified'.
    3. Lead Source_Direct Traffic: The source of the lead 'Direct Traffic'

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.**

    To make lead conversion more aggressive during the internship period, X Education should adopt a targeted and strategic approach:

    1. Identify High-Potential Leads: Focus on potential leads predicted as 1 by the model, prioritizing those who:
        - Spend significant time on the website.
        - Visit the website repeatedly.
        - Recently interacted via SMS or Olark chat.
        - Are working professionals.

    2. Refine the Model: Develop or refine the model using key factors like time spent on the site, total visits, lead sources, and professional background. Provide the interns with this ready-to-use model.

3. Engage Proactively: Interns should:
   - Make personalized phone calls and send follow-up SMS.
   - Understand leads' problems, background, and financial conditions.
   - Highlight how the platform can address their needs and enhance their careers.

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.**

To optimize resources and ensure efficiency after achieving the quarterly target, the company can adopt a strategic approach to minimize unnecessary phone calls while focusing on high-priority leads. The following steps outline a plan to achieve this:

1. Leverage Alternative Communication Methods:
   - Use automated emails and SMS to communicate with leads effectively without requiring direct phone calls.
   - Reserve phone calls for high-priority situations or leads with a high likelihood of conversion.

2. Refine Targeting Strategy:
   - Avoid focusing on students who are currently studying, as they might not be inclined to enroll immediately.
   - Exclude unemployed leads who may not have the financial means to invest in the course.

3. Prioritize Working Professionals:
   - Concentrate on working professionals, as they are more likely to invest in courses designed for career advancement.
   - Use data-driven insights to identify and target high-potential leads for better conversion rates.