

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

1. Total Visits

- **Positive Influence**
- The more visits a lead makes to the platform, the greater the likelihood of them converting into a customer.

2. Total Time Spent on Website

- **Positive Influence**
- Leads who spend more time on the website are more likely to convert into customers. The sales team should prioritize engaging with these leads.

3. Lead Source

- **Critical Factor**
- The source from which a lead originates is a vital feature that should be a primary focus.

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?

1. Lead Origin_Lead Add Form
2. Lead Source_Olark Chat
3. Last Activity_Had a Phone Conversation

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.

1. Developing a comprehensive model that takes into account various factors essential for model creation, such as time spent on the site, total visits, lead references, etc.
2. Equipping interns with a pre-built model to work with.
3. Initiating a systematic approach of sending SMS messages and making repeated calls to establish familiarity with leads. During these interactions, discussing their problems, backgrounds, and assessing their financial conditions.
4. Demonstrating the value of our platform/course in terms of career development to convince leads that this is the path to building a successful career and ultimately converting them into customers.

- 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.**
1. Avoid prioritizing unemployed leads, as they may not have the financial resources to invest in the course.
 2. Do not target students, as they are currently pursuing their studies and may not be inclined to enroll in a course designed for working professionals, especially early in their academic journey.