

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

The top three variables which contribute most the most are:

- TotalVisits
- Total Time Spent on Website
- Page Views Per Visit

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 which should be focused the most on in order to increase the probability of lead conversion are:

- Lead Origin\_Lead Add Form
- Lead Source\_olark Chat
- Lead Source\_Welingak Website

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.

Phone Calls must be made to

- People with multiple visits indicate strong interest. Highlight new or upcoming course offerings to convert these leads.
- People with Long durations on the website suggest in-depth research. Tailor conversations to address specific areas of interest.
- People with High page views per visit indicate thorough exploration. Provide detailed information and offer personalized course recommendations.

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.

- Implement automated email and SMS campaigns for low-priority leads to maintain engagement without direct phone calls.
- Use personalized content based on lead behaviour and interactions to keep communication relevant and effective.

