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

Ans: Top three variables in your model which contribute most towards the probability of a lead getting converted:

- **Lead Origin_Lead Add Form: Coefficient = 3.4109**
- **Lead Source_Welingak Website: Coefficient = 2.7200**
- **What is your current occupation_Working Professional: Coefficient = 2.4632**

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?

Ans: Top 3 categorical/dummy variables in the model:

- **Lead Origin_Lead Add Form**
- **Lead Source_Welingak Website**
- **What is your current occupation_Working Professional**

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.

Ans: A good strategy would be:

- **Lower the probability threshold for classifying leads as potential converters.**

- **Prioritize phone calls and outreach efforts to leads predicted as 1.**

- **Improve communication strategy for the positive conversion.**

- **Utilize the interns effectively.**

- **Use iterative process and make flexible adjustments.**

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.

Ans: A good strategy would be:

- **Increase the probability threshold for classifying leads as potential converters.**

- **Prioritize leads with the higher predicted conversion probabilities.**

- **Minimize need of direct phone call.**

- **Use chat bots and automated calls.**

- **Review and manage the metrics result.**