1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
    These are the top variables that contribute towards the result
    Total Time Spent on Website
    Total Visits
    Lead Origin

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?
    -Lead Number
    -Page Views Per Visit
    -TotalVisits

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.

- By creating engaging and valuable content, we can encourage visitors to spend more time on our website. This not only enhances their user experience but also increases the likelihood of them returning for more. To further nurture these potential leads, a strategic approach of personalized follow-up through emails and phone calls can be implemented.
  And we need to focus on the working professionals.

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 effectively engage potential customers, we should prioritize a multi-channel approach. For those who show initial interest but haven't actively engaged, automated emails and SMS messages can provide valuable information and nurture their interest, without the need for immediate phone calls.
- However, for leads who demonstrate a high likelihood of purchasing ,This allows for tailored conversations and deeper engagement, addressing any specific questions or concerns they might have, ultimately increasing the chances of conversion.
- By strategically combining automated outreach with personalized interactions, we can efficiently manage our resources while maximizing our chances of converting leads into paying customers.