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

    • **Total Time Spent on Website:**

    o **Positive Contribution:**

    – **Acknowledge the positive correlation between the total time spent on the website and the likelihood of lead conversion into a customer.**

    o **Higher Time, Higher Probability:**

    – **Emphasize that a higher duration spent on the website indicates a stronger interest and engagement level, thereby increasing the probability of conversion.**

    o **Sales Team Focus:**

    – Direct the sales team to prioritize and focus on leads that have demonstrated a significant investment of time on the website, as they are more likely to be receptive to further engagement.

    • **Lead Source_Reference:**

    • **Positive Contribution:**

    – Highlight the positive impact of leads sourced through references, indicating a higher likelihood of conversion.

    • **Referrals and Cashbacks:**

    – Emphasize that leads from references not only contribute positively to conversion but also may offer additional benefits such as cashbacks, providing an extra incentive for engagement.

    • **Assurance from Trusted Connections:**

    – Stress the importance of assurances from current users and friends who are likely to be trusted sources. This trust factor enhances the credibility of the lead, making them more receptive to conversion.

    • **Sales Team Focus:**

    – Direct the sales team to prioritize leads originating from references, leveraging the trust and potential incentives associated with this lead source for more effective engagement and conversion efforts.

    • **What is your current occupation_Student:**

    • **Negative Contribution:**

    – Recognize the negative impact of leads already classified as students, indicating a lower likelihood of them enrolling in a course designed for working professionals.

    • **Limited Interest in Additional Courses:**

    – Acknowledge that individuals currently pursuing studies may have limited interest in taking up another course, especially one designed for working professionals.

- **Sales Team Guidance:**
  - Instruct the sales team not to prioritize or focus on leads identified as students, as their current academic commitments may make them less inclined to enroll in the specific course designed for working professionals.

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 Source_Reference**

   - **Lead Source_Social Media**

   - **Lead Source_Olark Chat**

   It would seem that the Lead Source plays an important role in scouting for leads that have a higher chance of converting

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. **Engage High-Engagement Leads:**
      - Prioritize leads spending significant time on the X-Education site. Tailor outreach to their interests and use the data on their preferences to enhance engagement.

   2. **Focus on Repeat Visitors with a Competitive Edge:**
      - Target leads making repeated site visits, possibly comparing courses. In phone calls, interns should be assertive in highlighting X-Education's competitive advantages over other options to address any concerns.

   3. **Strategic Messaging for Competitive Points:**
      - Equip interns with a strong understanding of X-Education's strengths and unique selling propositions. Ensure these points are emphasized during conversations with leads who are actively comparing courses.

   4. **Tap into Reference Leads:**
      - Prioritize leads that come through references, leveraging the higher conversion probability associated with referrals. Build rapport by acknowledging the connection and demonstrating how X-Education aligns with their needs.

   5. **Approach Students with Industry-Based Pitch:**

- Recognize the lower conversion probability for student leads due to industry-based courses. However, use this as a motivating factor by emphasizing how X-Education ensures industry readiness upon completion.

By honing in on these key points, X-Education's interns can develop a targeted and strategic approach to maximize lead conversion during the internship period.

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 Unemployed Leads:**

      - Recognize that unemployed leads may have budget constraints, making them less likely to enroll in a course. Redirect efforts away from this segment during this phase to focus on more promising opportunities.

   2. **Steer Clear of Student Leads:**

      - Acknowledge that students, who are currently engaged in their studies, may not be inclined to enroll in a course designed for working professionals at this early stage. Allocate resources away from this group during the period when the focus is on new initiatives.

   3. **Segmentation and Prioritization:**

      - Implement a refined lead segmentation strategy, focusing on leads with a higher likelihood of conversion based on their employment status, industry, or other relevant criteria. Prioritize leads that are more aligned with the company's new initiatives.

   4. **Engage with Current Customers:**

      - Use the extra time to engage with existing customers, gather feedback, and explore opportunities for upselling or cross-selling. Strengthening relationships with current clients can contribute to long-term customer satisfaction and loyalty.