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 based on the final model which contributes most towards the probability of lead getting converted are:

● Lead Source_Welingak Website

● Lead Source_Reference

● Current_occupation_Working Professional

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

● Lead Source_Welingak Website:

● Lead Source_Reference

● 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.**

→ To boost lead conversion during the intern-hiring period, X Education should focus on high-potential leads, use effective communication, enhance website engagement, and maintain a multi-channel strategy to aggressively increase lead conversion during the intern-hiring period.

- **Prioritize High-Potential Leads**: Focus on leads from Welingak Website, Reference, and Working Professionals. These sources have a higher likelihood of conversion, so the sales team should target these leads first.
- **Use Effective Communication Channels**: Leads who received SMS messages or opened emails are more likely to convert. The sales team should prioritize contacting these leads.
- **Maximize Website Engagement**: Leads who spend significant time on the website show strong interest and should be prioritized by the sales team.
- **Adopt a Multi-Channel Approach**: Follow up with leads who interacted through multiple channels, such as Olark Chat, even if their website time is lower, as they may still be interested.

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 reduce the frequency of unnecessary calls when the company reaches its sales goal before the deadline, the sales team can use the following approaches:

- Concentrate on lead nurturing through personalized emails, SMS, and targeted newsletters.
- Send automated SMS to customers with a high probability of conversion.
- Collaborate with sales, management, and data science teams to refine the model and analyze what strategies were successful.
- Implement discounts or incentives to motivate potential customers to act.
- Build relationships with potential customers via alternative communication channels like email, social media, or chatbots.
- Obtain feedback from current customers to improve lead quality and boost conversion rates.