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

   ***Answer:***
   These are the main factors that influence the outcome.
   a) Total Time Spent on Website
      - The likelihood that a lead will become a customer is higher the longer they spend on the website.
      - The sales team should concentrate on these leads.
   b) Total Visits
      - Strong contributing factor
      - The likelihood that a lead will become a customer is increased by a platform's total number of visits.
   c) Lead Source with elements like Direct traffic and Google

2. What are the top 3 categorical/dummy variables in the model which get maximum focus in order to increase the probability of lead conversion?

   ***Answer***:
   The following are the top three categorical/dummy variables to boost probability:
   a) Lead Source with elements google and organic search.
   b) Lead Origin with lead add form
   c) Last activity with sms sent
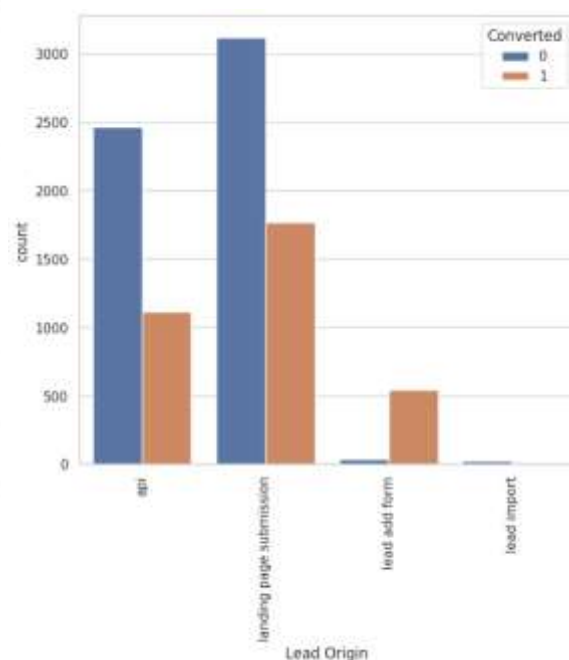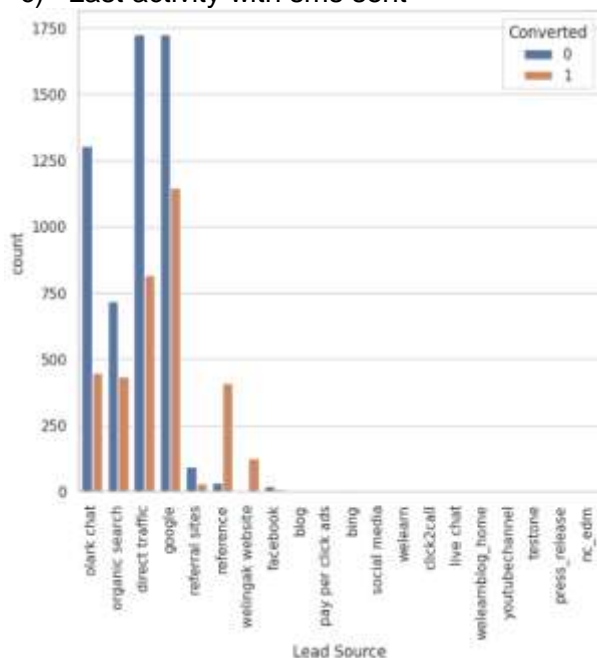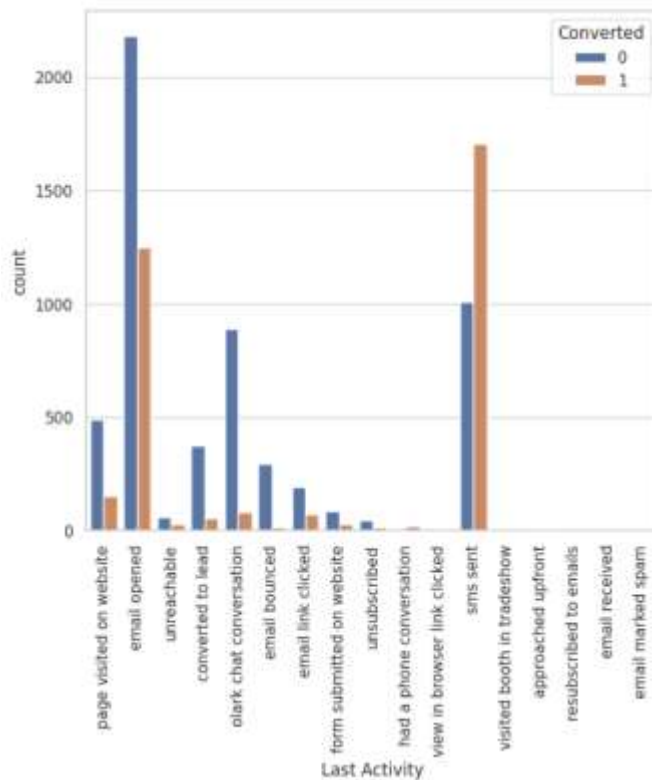
3. X Education has a period of 2 months every year during which they hire few interns. The sales team, in particular, has around 10 interns allotted to them. So, during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers 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.

**_Answer:_**

1. Creating a model by considering numerous factors that are necessary for models likewise Time on site, number of visitors, leads referred, etc.
2. Giving interns a ready model.
3. Begin calling and sending SMS messages to them frequently to get to know them better. Ask about their problems, family history, and financial situation.
4. Show them how this course or platform will assist them advance their careers to win them over.

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.

   ***Answer:***
   a) Avoid concentrating on unemployed leads. They may not have any money put aside for the course.
   b) Don't concentrate on students because they are already in school and wouldn't be willing to join up for a course that was specifically created for working professionals at this point in the tenure.
   c) In addition, they must concentrate more on alternative strategies, such as automated emails and SMS. Calling won't be necessary unless it's an emergency this way. The tactic can be applied, but only with clients that have a very high likelihood of purchasing the course.