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

These represent the primary factors that influence the outcome:

- ➢ Cumulative Duration of Website Engagement
- ➢ Overall Visitation Frequency
- ➢ Lead Source, encompassing elements associated with Google.

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 three categorical/dummy variables for enhancing the probability are as follows:

- ➢ Lead Source, including components related to Google.
- ➢ Lead Source, including elements associated with direct traffic.
- ➢ Lead Source, including elements linked to organic search.

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.**

    Phone calls should be initiated for individuals under the following conditions:

    - ➢ They exhibit prolonged website engagement, achievable by making the website engaging to encourage return visits.
    - ➢ They demonstrate frequent return visits to the website.
    - ➢ Their most recent activity is associated with SMS or Olark chat conversation.
    - ➢ They hold occupations as 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.**

Under these circumstances, it is advisable to prioritize alternative approaches such as automated emails and SMS. Phone calls should only be employed in urgent situations. The aforementioned strategy is most effective when applied to customers with a very high likelihood of course purchase.