

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

The key variables that significantly impact the likelihood of a lead conversion are:

- Total time spent on website
- Total visits
- Lead source, particularly 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 most critical categorical/dummy variables to prioritize for boosting lead conversion are:

- Lead source, particularly google
- Lead source particularly direct traffic
- Lead source particularly 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.

To maximize conversions during this period, sales team should focus on making calls to lead who:

- Have spent a significant amount of time on the website, which can be enhanced by making the site engaging to encourage return visits.
- Show a pattern of repeatedly returning to the website.
- Had their last interaction via SMS or an olark chat conversation.
- Are identified a working professional

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.

During periods when targets are met early, the company should shift focus towards alternative methods such as automated emails and SMS for lead engagement. Phone calls should be reserved only for high-priority cases where the probability of conversion is very high.