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

**Ans. Do Not Email, Total Time Spent on Website, Total Visits**

**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?**

**Ans. Do Not email, had a Phone Conversation, SMS Sent**

**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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

**Ans. As hiring interns gives more manpower, they can tend to more customers more aggressively. They can give more time to each customer and can explain the services and explain the program advantages to customers more clearly which can improve the customer experience. They can also tend to customer doubts and grievances better hence increasing customer satisfaction.**

**4. Similarly, at times, the company reaches its target 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.**

**Ans. They can use this time to hire new employees and give them proper training so that they can help in getting more customers and tend to customer needs better. Also, they can use this time to better strategize their marketing campaign.**

**Prepared by: -**

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