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

    Ans -- The top three variables are following:
    - Lead Origin_Lead Add Form
    - Last Activity_SMS Sent
    - Tags_Will revert after reading the email

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 -- The top 3 categorical/dummy variables in the model which should be focused are
    - Lead Source
    - Lead Origin
    - Last Activity

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.**

    Ans-- To maximize lead conversion during the internship, X Education should:
    1. **Prioritize:** Focus interns on leads predicted as "1" (highest conversion likelihood) by the model.
    2. **Equip:** Provide comprehensive training on product knowledge, sales techniques, CRM usage, and access to resources like scripts and case studies.
    3. **Optimize:** Structure lead distribution, use call scheduling tools, track key metrics, and provide regular feedback and mentorship.

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.

Ans -- When X Education hits its target early, here's how to minimize calls and refocus the sales team:

1. **Laser Focus:** Target only the highest-value leads – those most likely to convert based on your model, strong lead scores, and active buying signals.
2. **Empower Self-Service:** Beef up online resources (detailed course info, interactive tools, success stories) so prospects can learn and decide independently.
3. **Strategic Shift:** Communicate the change to the team, set clear criteria for necessary calls, and provide alternative valuable tasks like market research or content creation.