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 which are contributing most towards the probability are **'Do not Email', 'Total Visits', 'Total Time spent on the website'**.

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 three dummy variables which shoulb be focused most in order to increase the probability are**, 'Lead Origin_Lead Add Form', 'Lead Source_Olark Chat', 'Lead Source_Welingak Website'**.

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:
- Developing a model involves taking into account multiple factors such as time spent on the site, total visits, leads reference, and more.
- Equipping interns with a prepared model.
- Initiating a repetitive process of sending SMS and making calls, aiming to establish familiarity, discussing their issues and backgrounds, and assessing their financial condition.
- Demonstrating the value of this platform/course in aiding career development and ultimately convincing them to enroll.

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:

1. Avoid directing attention to leads who are currently unemployed, as they may lack the financial resources to invest in the course.

2. Refrain from targeting students, as they are already engaged in their studies and are unlikely to enroll in a course specifically tailored for working professionals, especially at this early stage.