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

   Ans1. 1. Tags
   2. Lead source
   3. Last activity

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?

   Ans2. 1. Tags Lost to EINS
   2. Tags Closed by Horizzon
   3. Tags Will revert after reading the email

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.

   Ans3. To make the lead conversion more aggressive during this period, X Education should look at the positive variables which are responsible for lead conversion, such as tags, working professionals, leads spending more time on website and use this to their advantage for lead conversion. Moreover, leads with lesser lead score can also be targeted during this period.

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.

   Ans4. When the company has reached its target before the deadline, we recommend that it should only focus on leads with a high lead score, such as 70 and above, so that only hot leads are targeted and the leads with relatively lower lead score can be contacted only through automated calls and automated emails.