

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Below are the top 3 features that contribute most towards the probability of lead getting converted
 - Tags_closed by horizon
 - Tags_lost to eins
 - Total Time Spent On 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?
 - Below are the top 3 features that should be focused most on in order to increase probability of lead conversion.
 - Page Views Per Visit
 - Last Activity_sms sent
 - What is your current occupation_unemployed

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.
 - Sales team should focus on,
 - Potential leads who are tagged as- will revert after reading email, closed by horizon, lost to eins, busy, graduation in progress, ringing, switched off
 - Potential Leads who visit website, view pages, and spend more time on the website
 - Potentials Leads who originate from 'Landing Page Submission' or through 'API' or 'Lead Add form'.
 - Potential Leads who send sms or open emails or if email bounces.
 - Potential Leads who are Unemployed & working professional
 - Potential Leads whose source is Google, Direct Traffic, Olark chat, organic reference, reference, wellingak website.
 - Potential Leads who are from management specialization.
 - Potential Leads who are from Mumbai

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.
- Sales team should focus on top potential lead indicators which are,
 - Potential Leads who spend more time on website,
 - Potential Leads who originate from 'Landing Page Submission' or 'Lead Add form'.
 - Potential Leads who are tagged as will revert after reading email, closed by horizon, lost to eins
 - Potential Leads who send sms.
 - Potential Leads whose source is Google or Direct Traffic
 - Potential Leads whose specialization is finance management, marketing management or human resource management.
 - Potential Leads who are unemployed or working professional
 - Potential Leads who are from Mumbai