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

Ans. Based on the univariate analysis (Count plot and Boxplot), We can clearly see that **Lead Origin, Current_Occupation** and **Last_Activity** are the three major variables in our model that contribute the most towards lead conversion

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 the most on in order to increase the probability of lead conversion are:

- **Lead Origin**
- **Last activity SMS sent**
- **Lead Occupation Working Professionals**

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. Below points are suggested for above business problem:

- Since the company hires some extra helping hands, they should focus more and reach out to people who have low probability of conversion to help improve the overall conversion rate.
- Focusing more on leads showing lower conversion rate will help in improving overall conversion rate.
- It's good to collect data more often and get in touch with potential leads. It is believed that the best time to connect with potential leads is just after few hours the leads show interest in your product or service like once the link is clicked sent via email or sms and showed interest in the content by spending time on your page.
- While mailing it is good to send personalized messages to particular set of leads as it will have positive impact on leads.
- Try reducing the no. of attempts such as phone calls to get the leads converted, for eg: if it usually takes 5-6 phone-calls to get them converted try reducing it to 3 to 4 by taking appointments and calling, sending emails and providing right information and keep the leads in touch, hence there will be more time available which can be used to convert more leads.

We also conclude following points from the model:

- Major focus should be on Working professionals.
- Major focus on leads whose last activity is SMS sent or E-mail opened.
- Good to focus on customers who have spent significant time on our website.
- If the leads are referral, they may not be potential leads.
- If the people didn't filled specialization or chose others, they may not know what to study and are not right people to target. So it is better to care less for such cases.
- The customer who fills the form are potential leads.

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.
- It should concentrate more on hot leads that have higher conversion rate, especially at such times when the company is not looking for new leads or have ample time like at the end of quarter.

- They should prioritize the leads and that can be done based on lead score. Leads with 80% of lead score can be targeted.

- We can send E-mail or posts about the new work or existing available programs/courses to other people to keep in touch with them.

- During the time when company wants to focus on some new work, we can push the threshold of lead score from 37% to say 95% and conversion rate to about 90%. Since it is easy to convert these hot leads, time will be saved as well as potential leads will not be lost