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

ANS : The three variables in the model which contributes most to the probability of a lead getting converted :
1) Tags_Will revert after reading the email
2) Lead Profile_Potential Lead
3) Lead Origin_Lead Add Form

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 :
1)Total_Activity
2)Lead Number
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 much of such people as possible. Suggest a good strategy they should employ at this stage.

ANS : We can go with the below approaches to make the lead conversion more aggressive :-
1) Use the probability column in the data frame to prioritise the leads which have more probability of getting converted.
2) Frequent contacts with the leads, asking them what are their doubts and why are they hesitating to take the course.
3) Give them the limited time offer and tell them regarding the referral bonus and all the facilities that we are providing.
4) Segment the priority of Leads getting converted into high, moderate and low. Then provide interns with the list of high priority 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 : We can go for minimisation of the unnecessary phone calls by using the below strategies :
1) We can ask the interns to call only to the Lead who are having a high chance of getting converted but with that we also need to set the limit of maximum number of calls to be made i.e. not more than one call to the same lead in a day.

2) We can do the analysis again and this time the base of calculating the probability should be the number of times the Lead has visited the website, how many downloads they have made, how many pages they have visited. As I have created a single matrix for this "Total_Activity" which will be useful to calculate and predict the number of Leads going to be converted.