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

1. Lead Origin_Lead Add Form:
   Positive contribution
2. What is your current occupation_Working Professional:
   Positive contribution
3. Last Activity_Email Bounced:
   Negative contribution

**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?**

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 as follows:

1. Lead Origin_Lead Add Form
2. What is your current occupation_Working Professional
3. Last Activity_Email Bounced

**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.**

1. It's always good to focus on customers, who have spent significant time on our website.
2. The customer/leads who fills the form are the potential leads.
3. We must majorly focus on working professionals.
4. We must majorly focus on leads whose last activity is SMS sent or Email opened.
5. It's better to focus least on customers to whom they sent mail is bounced back

**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.**

1. During the quarter before the deadline, the company has very less time in its hand. So it is of utmost importance that it concentrates more on hot leads that have highest lead conversion rate. They should avoid useless calls and prioritize the leads. Prioritizing can be done on the basis of lead score. Leads that have more than 80% of lead score can be targeted.
2. Do not focus on unemployed leads. They might not have a budget to spend on the course.
3. Do not focus on students, since they are already studying and would not be willing to enrol into a course specially designed for working professionals, so early in the tenure.