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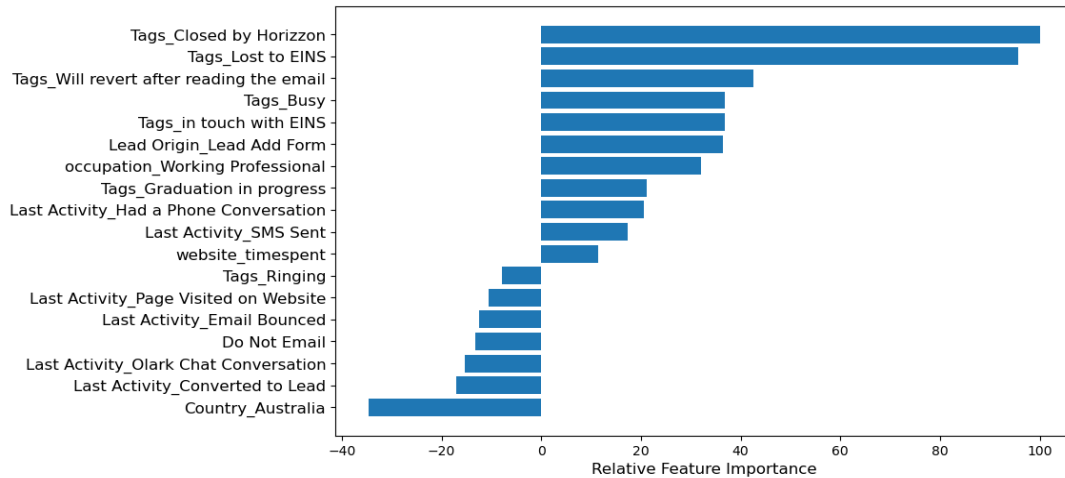 **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

   Below graph gives us relative importance of different features based on their coefficient values in the model


   Top three variables which contribute most towards the probability of a lead getting converted is:
   a) Tags
   b) Lead Origin
   c) Occupation

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?**

   Top 3 categorical/dummy variables in the model are as below, which should be focused the most in order to increase probability of lead converison:
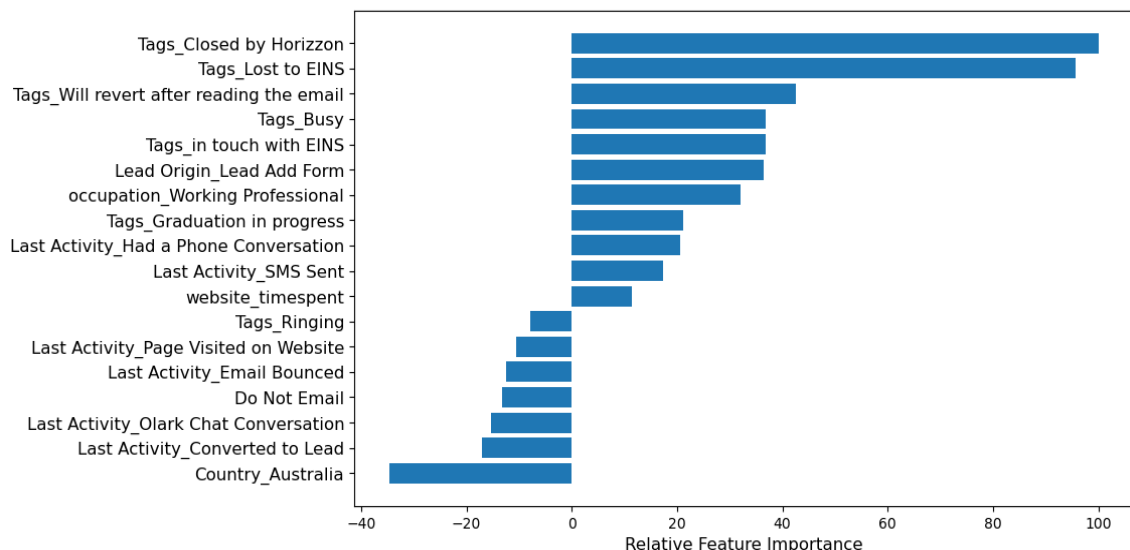
a) Tags_Closed by Horizon
b) Tags_Lost to EINS
c) Tags_Will revert after reading the email

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.**

Here are some strategies that X Education can consider to make their lead conversion more aggressive during the internship period:

a) Prioritize high-potential leads: X Education can use their predictive model to identify the leads that are most likely to convert into paying customers. They can then prioritize calling these leads first, as they are the most valuable.

b) Follow up persistently: It's essential to follow up persistently with potential leads. X Education can use a CRM (customer relationship management) system to keep track of leads and schedule follow-up calls or emails. This will help ensure that no leads fall through the cracks.

c) Use personalized communication: Personalized communication is more effective than generic sales pitches. X Education can use the data they have on the leads to tailor their messaging and offer relevant information that will resonate with each lead.

d) Offer incentives: To incentivize potential leads to convert, X Education can offer discounts or other promotions during the internship period. This can help nudge leads who are on the fence to make a purchase.

e) Leverage social media: X Education can use social media platforms like LinkedIn and Twitter to reach out to potential leads and share educational content that showcases the value of their product or service.

By implementing these strategies, X Education can increase their chances of converting potential leads into paying customers during the internship 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.**

Here are some strategies that X Education can employ to minimize the rate of useless phone calls during the period when the sales team has reached their sales target for the quarter:

a) Review and update the lead database: X Education can review and update their lead database to ensure that they have the most up-to-date information on their leads. This will help them target the right people when they do make phone calls.

b) Segment the leads: The sales team can segment the leads based on their likelihood of converting. They can prioritize the leads that are most likely to convert and avoid calling leads that are less likely to convert.

c) Develop new sales collateral: During this period, X Education can develop new sales collateral such as case studies, white papers, and videos that can be used to educate leads and nudge them towards conversion. The sales team can use these materials during follow-up calls or emails.

d) Conduct market research: The sales team can use this time to conduct market research and gather insights that can inform future sales strategies. They can speak with customers, analyze data, and stay up-to-date on industry trends to stay ahead of the competition.

By employing these strategies, X Education can minimize the rate of useless phone calls during the period when the sales team has reached their sales target for the quarter. This will help them use their time and resources more efficiently, while also positioning them for long-term success.