1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   1. **TAGS**
   2. **Last Activity**
   3. **Lead Source**
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?
   1. **Tags\_Closed by Horizzon**
   2. **Tags\_Lost to EINS**
   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.

**-The team should try to reachout to leads who rsponded that they will revert after mail, Closed by Horizzon and Lead Source\_Welingak Website, as these are those leads with high conversation rate. Foccusing on these will ensure more conversation**

1. 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.

**- There are few negative influencing factors that also contributes to the model, the team should avoid those leads, such as those, Tags\_switched off, Tags\_Ringing, Tags\_Not doing further education. These leads are not interested in taking up the course so it is best avoided**