

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - What is your current occupation (Unemployed Professional)
 - Total Time Spent on Website
 - Last Activity being performed by the customer (Activity positive)
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?
 - What is your current occupation?
 - Last Activity being performed by the customer.
 - Lead Origin
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 sales team should leverage the LEAD SCOREs calculated to identify the hot leads easily. Higher the score higher is the chance of lead conversion to paying customer. Hence, the sales team should try to reach out these potential customers from all possible communication channels starting with phone calls providing valuable information and engaging the customers to expedite the customer purchases.
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.
 - The sales team can make use of the auto generated emails and DMs with course updates / details to retain leads engagement with minimal human intervention which will enable the sales team to also focus on the new work assigned. The sales team can get into calls with the leads in cases of the positive responses received by the potential customers.