

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - The top three variables which contribute most towards the probability of a lead getting converted are:
 - a. Tags Lead Source
 - b. Last Activity
 - c. Tags
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:
 - Lead Source_Welingak Website
 - Tags_Lost to EINS
 - Tags_Closed by Horizzon
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.
 - Materializing the prospects from Tags such as switched off, Ringing and invalid number.
 - To get hold of them trying to Reach the invalid number tags with emails and trying to get the correct number.
 - Trying to reach Ringing no response and switched off with minimum 6 attempts
 - By doing so we could bring these individuals into a successful conversion which otherwise will go as not converted ones.
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.

- At this point in time, we should be concentrating on Lead sources, follow-ups, E-mail blast on new courses.
- One should investigate these two (Lead Sources = Direct Talk, Olark Chat) categories
- Spend some more time on the queue list, who are already interested only thing is we need to spend some more time with them to convince to get signed up for the available courses or new courses.