1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans) The top three variables based on the final model which contribute most towards the probability of lead getting converted are:
   - ➤ **Total Time Spent on Website**
   - ➤ **Tags_Will revert after reading the email**
   - ➤ **What is your current occupation_Working Professional**

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?
   Ans) 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 Origin_Lead Add Form**
   - ➤ **Last Notable Activity_SMS Sent**
   - ➤ **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.
   Ans) The idea is to compare the lead scores of converted leads against those that didn't convert to identify new patterns and trends. The leads having high 'Lead Score' can be focused on more for better conversion rate.
   The interns can focus on the following categories of leads:
   - ➤ Who Spend a lot of time of the website and also improve the engagement on the website to increase the count of customers spending more time on the website.
   - ➤ Had last notable activity as had a phone call conversation
   - ➤ Are working professionals
   - ➤ The company can focus on referral marketing.
   This prevents wasting resources on leads unlikely to convert.

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.
   Ans) The areas on which the sales team can focus on during the mentioned time are:
   - ➤ Marketing on Google, since the conversion rate from the traffic from Google is high.
   - ➤ Encouraging existing converted leads for referrals by providing some incentives for the referrals.
   - ➤ Focus on the students can be minimized since the conversion rate is significantly low.