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

Ans1. The variables identified as most influential in predicting potential buyers, ranked in descending order of importance, are:
- Total time spent on the website.
- Tags
- Lead source, with emphasis on Welingak website.

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?

Ans2. Top 3 Categorical/Dummy variables to increase probability are:
- Lead Source with elements Welingak Website
- Tags with Lost to EINS
- Tags with 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

Ans3. Phone calls must be done to people if:
- People having Tags will revert after reading the email.
- They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly
- Their last activity is through SMS.

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

Ans4:
- Company X needs to focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency.
- Lead sourced from Welingak Website can be considered more as compared to other sites.
- Customers with high lead score should be called.preferably more than 80.