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 that contribute most towards probability of lead getting converted are:

   - Tags - Closed by Horizzon, Lost to EINS, We will revert after reading the email
   - Lead Source – Welingak Website
   - Last Notable Activity – SMS Sent

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 –
   - Tags – Ringing
   - Tags – Switched Off
   - Tags – Invalid Number

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 – Follow ups through calls and emails with high conversion probability leads is suggested. This can be done with leads who have –

   - Tagged as Lead Conversion Probability as '1' by the model built
   - Tags such as 'Closed by Horizzon', 'Lost to EINS', 'We will revert after reading the email', 'Busy'
   - Lead Source as 'Welingak Website', Last Notable Activity as 'SMS Sent', Lead Origin as 'Lead Add Form'

   Another good place to look would be with customers who spend a lot of time on the company's website. Providing special offers to customers who are highly interested and are seen coming back to the website.

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 – Leads who have Tags such as 'Ringing', 'Switched Off', 'Invalid Number' can be avoided as the probability of them converting is very low. Leads who have opted for 'Do not Email' should also not be called as their conversion probability is low.