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

Ans: Top three variables in the model are:
   a) **Lead Source_Reference**
   b) **Last Notable Activity_SMS Sent**
   c) **Total Time Spent on 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?

Ans: Top three categorical/dummy variables that needs to be focused more in order to increase the probability of lead conversion are:
   a) **Lead Source_Direct Traffic**
   b) **Last Notable Activity_Modified**
   c) **Do Not Email**

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: One of the approaches would be to start with all the hot leads initially (Leads having Very high lead score close to 100), then moving towards other leads who have been Predicted as 1 by the model.

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: One way would be to establish email communication with not so hot leads or cold leads. This way unnecessary phone calls will not be made but pitching would still be going on.