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

   Below mentioned three variables which contribute most towards the probability of a lead getting converted –
   a) Tags
   b) Last Notable Activity
   c) Lead Source

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 three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are –
   a) Tags_will revert after reading the email
   b) Last Activity_SMS Sent
   c) Lead Source_Welingak Website

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.**

   A good strategy they should employ at this stage to contact with customers-
   a) Focus on those people who are spending more time on company X's website
   b) Whose last activity performed is SMS Sent
   c) Who will revery back after receiving email
   d) People who are working professional
   e) People who are leading in different management role
   f) People who are looking for better career opportunities
   g) Lead add form for conversion
   h) Sources through reference and Welingak 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.**

   Strategy they should employ at this stage to minimize the rate of useless phone calls are-

a) Do not focus on unemployed leads and they don't have budget for enrolling course. Instead focus more on working professionals
b) People who are looking for better career opportunities.
c) People who are handling management roles.
d) People who will revert back after reading emails.
e) Focus More on Digital Advertisement, Newspaper, Magazine, Google Search
f) Reach people through Social Media Platform