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

   Ans. These are the top 3 variables that contribute to the result
   - *Lead Source*
   - *Tags*
   - *What is your current occupation*

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.
   - *Lead Source_Welingak Website.*
   - *Tags_Will revert after reading the email .*
   - *Lead Source_*Reference.

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 Interns should focus on below Continuous and Categories or dummy variables as these features are impacting more on potential leads to be converted:-

     - *Lead Source from Welingak website*
     - *Lead source from "Tags_Will revert after reading the email"*
     - *Lead from Source_Reference*
     - *Lead from Occupation as "Working professionals"*
     - *Lead from Total Time Spent on 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. The ask is "the company wants the sales team to focus on some new work", the sales team should focus on the below-mentioned actions: -

   - Make more interactive documents that can cover the comparison of their offerings with another competitor and can be used to enhance the websites.
   - Prepare more FAQs that they have addressed during their calls.
   - Document all the leads that are the potential to be converted but could not get converted due to some reasons, so that they can be analysed further.
   - Do some training on how to win customers on call.

   Note: Above mentioned new work is listed for the Sales team only, as they are from Sales and Marketing backgrounds. If these interns are from a technical background, then a list of actions as some new work would be different.