

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - A. The variables that contribute most towards the probability of a lead getting converted are:
 1. Last Activity
 2. Lead Source
 3. 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?
 - A. The Top three Categorical/dummy variables in the model that requires focus in order to raise in probability of lead conversion are:
 1. Last Activity_Had a Phone Conversation (~2.7)
 2. Lead Source_Welingak Website (~2.5)
 3. What is your current occupation_Working Professional (~2.3)

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.
 1. The Sales team can connect to customers who are Working Professionals because they have higher probability of conversion
 2. They should conduct more advertising on Welingak Website to get more leads from this source since they have good opportunity to get converted as they show good interest towards the courses
 3. They can even try to make phone calls to leads which are originated from 'Lead Add Form' and to whom last activity is 'SMS Sent' as they have higher possibility of conversion

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.

- A. As per the above case, more focus should be on methods like automated SMS or emails. Doing so would limit the requirement of calling to the customer and enables that to focus on other important tasks. It minimizes the calling and allows them to call only if it is an emergency or if it is needed. So also, not persuading people who lack financial capacity. This strategy will be of use with customers having high chances of buying the course.