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

   Answer -
   Top three variables are -
   I. Lead Origin
   II. What is your current occupation
   III. Total Visits

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?

   Answer -
   Top three variables are -
   I. Lead Origin_Lead Add Form
   II. What is your current occupation_Working Professional
   III. Last Activity_Other

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.

   Answer -
   To be more aggressive during this time period, X Education could -
   I. Focus on the variables like TotalVisits, Time Spent on website, Lead Source and occupations in the model building
   II. Interns should be trained with this model capability so that they can focus on getting more leads into the system
   III. Activities such as sending SMS, Emails, and periodic calls to the leads would help in getting more leads converted
   IV. The X Education website could be more interactive and intuitive so that page visit time increases as well as leads get more insights about the courses and their benefits

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.

Answer -
To minimize the rate of useless phone calls -
I. There should not be any call to the students and unemployed leads as their conversion rate is not that high
II. Instead they could call only the working professionals, as there is a high chance of conversions as the visualization suggests