

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - A. Lead Origin
 - B. Last Notable Activity
 - C. 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. occ_Working Professional
 - B. orgn_Landing Page Submission
 - C. Specialization
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: Using the created model find the current potential Clients and reach out to them using mail or other official modes of communication. If phone calls are to be chosen it should not be too rigorous. It may frustrate the client. Instead show the client that you are willing to wait and you are not pressuring the client for anything. Instead, it is the client that will be benefiting more than X Education.

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: Using the model find and choose a small group of most promising clients and contact them through emails while giving them something special on purchase like a special discount or some sort of special membership for question practicing or notes, etc.