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:
   a) Total Time Spent on Website
   b) Lead Origin
   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?

   Answer: Top 3 categorical/dummy variables to be focused on are:
   a) Lead Origin_Lead Add Form
   b) What is your current occupation_Working Professional
   c) 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.

   Answer: Following is the strategy that X Education can employ to increase their lead conversion rates during the internship period:
   a) Train the interns on the lead scoring model
   b) Provide the interns with clear instructions
   c) Set realistic goals
   d) Track the results

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: Following is the strategy that X Education can employ to minimize the rate of useless phone calls when they have already met their sales target for the quarter:
   a) Identify the most important leads
   b) Prioritize their outreach
   c) Personalize their outreach
   d) Offer incentives