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

The top three variables which contribute most towards the probability of a lead getting converted are –
a) What is your current occupation_Working Professional – Positive Contribution
   Individuals who are working professionals have higher chances of converting from lead to customer.
b) Last Activity_Had a Phone Conversation – Positive Contribution
   When the last activity of the lead is a phone conversation with sales team, there is high chance of converting lead to a customer.
c) Lead Origin_Lead Add Form – Positive Contribution
   When the Lead origin is through lead add form, the chances of converting to customer is high.

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) What is your current occupation_Working Professional
b) Last Activity_Had a Phone Conversation
c) Lead Origin_Lead Add Form

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.

- The Sales team should focus on leads who are particularly working professionals.
- The team should reach out to people whose last activity was to have a phone conversation with the sales team.
- When the lead origin is through lead add form, the sales team should concentrate on such leads.
- The sales team can focus on leads who has spent quite a lot of team in website and target them.

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.

   - Do not focus on leads whose lead source is through direct traffic.
   - Do not focus on leads whose email bounced as they most probably have shared an incorrect mail.