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

   Ans: The top three variables which contribute most towards the probability of a lead getting converted are:
   - **Lead Origin**
   - **Current Occupation**
   - **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?**

   Ans: 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 are:
   - **Lead Origin_Lead Add Form** (Leads identified from Lead Add Form)
   - **What is your current occupation_Working Professional** (Customers who mentioned their Current occupation as 'Working Professionals)
   - **Lead Source_Welingak Website** (Source of leads is Welingak Website)

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: During this period of 2 months. The sales team should aggressively target the potential leads which the model has predicted to be 'Hot leads'
   The target customers include:
   - Working professionals
   - Individuals who have visited the Welingak website to learn about the courses
   - Customers who have responded to sales communication via SMS
   - Users who have spent significant time on the website

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: During this time, the company should employ additional mechanisms such as:
   - **Sending automated SMS/Emails** with enrollment forms to streamline the process.
   - **Hosting webinars** to address a large number of potential leads simultaneously, followed by an enrollment process for interested participants, thereby reducing the time spent on individual calls.
   - Offering **limited-time discounts on onboarding and referrals** to encourage hot leads to generate more leads.
   - Creating **recordings that highlight the benefits** of the course and distributing them via email to convince a larger audience.
   - Implementing a **feedback mechanism** by sending survey forms to gauge user sentiment, which will help in refining and improving the approach.