1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   * 1. The total time spend on the Website.
     2. Last Activity\_SMS Sent
     3. Tags\_Will revert after reading the email

1. 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?
2. Olark chat",
3. "Organic search",
4. "Direct Traffic", and
5. "Google”
6. 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:- Phone calls should be made to individuals who meet the following criteria:

They have spent a significant amount of time on the website, indicating a potential interest in the product or service offered. To encourage repeat visits, efforts should be made to make the website more engaging and relevant to the target audience.

They have exhibited repeat behavior of visiting the website multiple times, indicating a level of engagement and interest.

Their last interaction with the website was through SMS or Olark chat conversation, indicating a willingness to engage in direct communication.

They have been identified as either unemployed or working professionals, as these groups may have different needs and interests that can be addressed through targeted communication.

1. 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:- In this scenario, it may be more effective to focus on other methods of communication such as SMS or automated e-mails to reach potential customers. Phone calls should only be made in cases of emergency or for customers who have a high likelihood of purchasing the product or service. The above-mentioned criteria for identifying potential customers can be used to determine which individuals should be targeted with phone calls. However, for other customers, alternative methods of communication such as SMS or automated e-mails may be more effective in reaching them and encouraging them to take action.