1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   Ans :
   Following are the variables which contributed most towards the pobability
        1. Tags
        2. Last notable activity
        3. Lead origin
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:
   Following are the dummy variable which should be more focused.
        1. Tags_Closed by Horizzon
        2. Tags_Lost to EINS
        3. Tags_Will revert after reading the email
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

   Following are the few recommendations which can be used :
   1. As there are many people who are converted asked for email, hence having a nice mail draft with detailed explanation would be great.
   2. Working a bit on websites would attract the leads
   3. leads having tags lost to EINS and closed by Horizon, should be more focused and should follow up on 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.**
   Ans:
   Following are the tips that might help the company:
        1. Sending personalized Sms or Email.
        2. Following up on the leads which are closed by Horizon and EINS by SMS or Email.
        3. As they have some time, working on the feedback received would be great.