1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   1. Total Time Spent on Website
   2. Leads where it Tagged as Closed by Horizzon
   3. Leads where it's Source is Welingak Website

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?
   1. Tags_Closed by Horizzon and Tags_Will revert after reading the email
   2. Lead Source_Welingak Website
   3. Last Notable Activity_SMS Sent

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: The Phone call should be made to the customers where the Lead has these values:
   1. If the customer spends more time in website.
   2. Leads which are tagged as Closed by Horizzon or Will revert after reading the mail.
   3. Leads in which SMS Sent is the Last Notable activity.
   4. Leads where customer is working professional
   5. If the Lead source is Welingak Website
If Phone call is made to the customer whose leads are containing these values the that lead has high probability to be converted

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: In this condition they need to focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course and spend lot of time in the website .