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

> Tags_Will revert after reading the email
> Tags_Closed by Horizzon
> What is your current occupation_Working Professional

Question 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?
Answer 2:

Lead Origin_Lead Add Form
Do Not Email_Yes
Last Activity_Converted to Lead

Question 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.
Answer 3:
   1. Focus on working professionals as they are interested in skilling up for job change or hike.
   2. SMS follow ups should be priority as they have very high correlation with lead conversion

Question 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.
Answer 4:
   1. Do not focus on emails as email is showing negative correlation. Better to focus on sms & Phone calls.
   2. Do not focus on unemployed as they do have a negative correlation with the conversion.