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

**Answer 1:** The top 3 variables which contributed to model are:

* + Lead Origin Landing Page Submission
  + What is your current occupation\_Unemployed
  + Page Views Per Visit

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?**

**Answer 2:** The top 3 dummy variables are:

* Lead Origin\_Landing Page Submission
* What is your current occupation\_Unemployed
* Last Activity\_Email Bounced

1. **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:** X Education can use their predictive model to identify potential leads, i.e., customers who have been predicted as 1 by the model. This can be done by analyzing the customer data and identifying patterns that are indicative of a customer's interest in the X Education program. Once potential leads have been identified, X Education can prioritize them based on their likelihood of conversion. This can be done by assigning a score to each potential lead based on their historical behavior and the characteristics of their interaction with X Education. The leads with higher scores can be given priority for follow-up.

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.**

**Answer 4:**

* Instead of making phone calls to every potential customer, the sales team can use predictive modeling techniques to identify customers who are more likely to convert. This can be done by analyzing historical customer data and identifying patterns that are indicative of a customer's interest in the company's products or services.
* Once potential customers have been identified, the sales team can prioritize them based on their likelihood of conversion. This can be done by assigning a score to each potential customer based on their historical behavior and the characteristics of their interaction with the company. The customers with higher scores can be given priority for follow-up.
* Instead of making generic phone calls, the sales team can use personalized messaging to reach out to potential customers. This can include targeted emails, social media messages, and even personalized videos. By personalizing the messaging, the sales team can increase the chances of converting potential customers into paying customers.