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

   Answer: In our model, the top three categorical or dummy variables that stand out in terms of significance are: Tags_Closed by Horizzon, Tags_Lost to EINS, and Tags_Will revert after reading the email.

   Tags_Closed by Horizzon: This variable indicates leads that were marked as closed by Horizzon, suggesting a final resolution or conclusion was reached by this entity. Its impact on the model helps us understand how such closures affect overall lead conversion rates.

   Tags_Lost to EINS: This tag captures instances where leads were lost to a competitor named EINS. This variable is crucial as it helps identify patterns or factors that might lead to losing leads to competitors, providing insights for improving conversion strategies.

   Tags_Will revert after reading the email: This tag represents leads that have indicated they will respond after reading the email. This variable is significant as it highlights the importance of follow-up communication and its potential impact on the likelihood of lead conversion.

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: The top three categorical or dummy variables in the model that are crucial for increasing lead conversion probability are: Lead Quality_Might be, Tags_switched off, and Lead Quality_Worst.

   Lead Quality_Might be: Focus on these uncertain but potential leads.

   Tags_switched off: Re-engage leads who have turned off their contact channels.

   Lead Quality_Worst: Improve engagement strategies for low-quality leads to boost conversions..

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: An effective strategy for engaging leads identified as priority 1 by the model involves consistent follow-ups. This can be achieved through phone calls or nurturing emails. Tracking previous conversations is essential to gauge if the lead is likely to convert into a paying customer.

Lead nurturing, which involves sending various types of emails, helps maintain the lead's interest in X Education. For instance, sending promotional emails or offers, like discounts on courses if applied within a certain period, can encourage them to choose X Education over other option

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: Leads who have opted for 'Do Not Email' should not be contacted further. Similarly, based on prior chat conversations, leads categorized as 'Might be' or 'Worst' can be deprioritized. Additionally, leads who provided their contact number but are either 'Busy' or 'Ringing' (not answering calls) are less likely to convert and can also be deprioritized