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

Ans: 'Lead Profile_Potential Lead',

Total Time Spent on Website'

'Last Notable Activity_SMS Sent'

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:

'Lead Profile_Potential Lead',

'Last Notable Activity_SMS Sent'

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: May be, they should call each one of the Hot leads and know what their ultimate issue is in joining the X Education. If money is the issue, they must be offered concessions. So, they offer them competitive discounts. Project like it is exclusive to them. Following up daily until they are finally 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: It is advised to send bulk SMS and let the students to call the X Education. Or Employ an intelligent bot to chat with them, where the answers for the most probable questions were already fed to it. Ex: ZOOM Query resolving service. And use the already joined students to make the others join and offer the students some interesting discounts.