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

A - The top three variables in the model which contribute most towards the probability of a lead getting converted are –

   1. Lead Source
   2. Last Activity
   3. What is your current occupation

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?

A- 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. Lead Source_Welingak Website
   2. Lead Source_Reference
   3. What is your current occupation_Working Professional

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.

A- The team should Use the predictive model's scores to segment leads into tiers based on their likelihood to convert. Focus on the top tier first i.e. Hot leads (those with the highest predicted probability of conversion) to ensure efforts are directed towards the most promising leads. Set clear daily and weekly call targets for interns. For instance, each intern could be tasked with a specific number of calls per day to ensure coverage of all leads.

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.

A- Re-evaluate leads based on new criteria or updated information. Focus on high-priority or high-value leads that have not yet been contacted or are critical for strategic reasons. For leads that have been contacted but are not yet converted, focus on nurturing these through automated email campaigns or other less resource-intensive methods.