

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - **Occupation_Unemployed.**
 - **Occupation_Working Professional.**
 - **Last Notable Activity_Email Opened**

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?
 - **Lead Origin_Lead Add Form**
 - **Tags_Ringing**
 - **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.

Phone calls can be made to working professionals as their conversion probability is high. It can also be made to people whose last activity is SMS or who spend a lot of time on the website and frequently come back.

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.

To avoid phone calls, we can send emails and automated SMS. These emails and SMSs should be send to people who have high probability of converting.