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

Ans. These are the top 3 variables based on the coefficient values of the model Tags_Closed by Horizzon, Lead Source_Welingak Website, and Tags_Lost to EINS.

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Ans.
- Tags_Closed by Horizzon and Tags_Lost to EINS – When the customer is declined or unable to join Horizzon/EINS education institutes, they are most likely to be a Hot Lead to X Education.
- Lead Source_Welingak Website – customers who landed on the X Education website after getting redirected from the Welingak website are likely to get converted.

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Ans. A Suggested strategy would be to:
- Contact people who spent more time on the X Education website and/or redirected from the Welingak website.
- Avoid contacting repeatedly to the people whose phones were switched off during calls or kept on ringing without answering.
- Avoid contacting people who have not mentioned their occupation.
- Monitor people who try to join other education institutes and pull them to X Education.

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 aims 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.
- Automated mail and SMS can be implemented to avoid unnecessary callings.
- Spend more on ads to increase redirections from other websites, which would also increase the total time spent on the website.