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

Ans: Top Three Variable which contribute the most in our model
- Tags_Lost to EINS
- Tags_Closed by Horizzon
- Tags_Will revert after reading the email

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: 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 are as follows:
- Tags_Lost to EINS
- Tags_Closed by Horizzon
- 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: Phone calls must be done to people if:
- They spend a more time in the website and this can be done by making the website interesting and thus bringing them back to the site.
- Along with phone calls, it's better to mail the leads also to keep them reminding as email is powerful as cold calling.
- Their last activity is through SMS or through Olark chat conversation
- They are working professionals

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: In this state, we need to focus more on other methods such as automated emails and emails SMS. That way you don't have to call unless it's urgent. The strategy above is with customers who are second hand but very likely to buy the course.