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

Ans: The Top three variables in my model which contribute most towards the probability of a lead getting converted are:
1. Lead Origin_Lead Add Form
2. What is your current occupation_Working Professional
3. Total time Spent on Website

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: Top 3 categorical/dummy variables in the model which should be focused to increase the probability are:
1. Lead Origin with element lead add form
2. Last Activity with element SMS sent
3. Lead Source with element Olark chat.

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: Here are some strategies that X Education can use during their intern hiring period to increase their lead conversion rate:
   a. Prioritize high-scoring leads: The company should focus on the leads that have been predicted as 1 by the model, as these individuals are most likely to convert into paying customers. By prioritizing these high-scoring leads, the sales team can maximize their chances of success during this period.

   b. Personalize outreach: The sales team should personalize their outreach efforts to potential leads during this period. This can include sending customized emails and making personalized phone calls to prospective customers, as personalized communication can increase the chances of conversion.

   c. Increase phone call volume: The sales team should aim to make as many phone calls as possible during this period, as phone calls have been shown to be a

highly effective way to convert leads into customers. By increasing the volume of phone calls made, X Education can maximize its chances of success

d. Offer special incentives: X Education can also offer special incentives to potential customers during this period to encourage them to sign up for courses. This can include discounts, free trial periods, or other special offers that make the courses more appealing.

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 condition they need to focus more on other methods like SMS or automated e-mails. This way calling won't be required unless it is an emergency. The above strategy can be used but with those customers that have a very high chance of buying the course.