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

   Answer –
      a. Last Activity
      b. What is your current occupation
      c. Tags

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?

   Answer-
      a. Tags_lost to EINS
      b. Tags_Ringing
      c. Tags_Closed by Horizzon

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.

   Answer-
   • Target freshers, especially those with unspecified skills and unemployed, as they represent a significant portion of potential candidates.
   • Highlight career advancement opportunities to attract individuals seeking better prospects.
   • Concentrate marketing efforts on Mumbai due to high interest from that region.
   • Utilize lead generation forms effectively, as they have a high conversion rate.
   • Promote references from existing participants to boost conversions.
   • Implement targeted follow-up strategies for individuals showing interest in email responses.
   • Address concerns about lead quality assessment to improve conversion rates.
   • Enhance website user experience and content to increase engagement, as higher website engagement correlates with higher conversion rates.

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.

   Answer –
   During times when the company hits its quarterly targets early, they aim to reduce unnecessary phone calls. Instead, they shift their attention to analyzing data more to predict conversion rates better. This means they spend more time studying information to figure out how likely it is for someone to enroll in their courses. This strategy helps them make better decisions about who to contact and how, using simpler methods like emails, messages, and social media.