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 your model which contribute most towards the probability of a lead getting converted are:

* + 1. What is your current occupation
    2. Total Time Spent on Website
    3. Lead Origin

1. *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?*
   * 1. What is your current occupation\_Working Professionals
     2. Total Time Spent on Website
     3. Lead Origin\_Lead Add Form
2. *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.** A good strategy will be to do follow ups. Connect with them again after the initial call. Check their last activity through sms or through olak chats. Send various types of mails to keep the leads interested and provide different offers in the interested courses

1. *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 situation, we can send automated emails and sms. And do not contact them who has already selected ‘Do not Email’ option. Do not connect to them who are not responding in calls.