

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Tags_Lost to EINS
 - b. Tags_Closed by Horizon
 - c. Lead Source_Welingak 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?
 - Tags_Lost to EINS
 - Tags_Closed by Horizon
 - Lead Source_Welingak Website
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.
 - a. X Education interns should make phone calls to Prospects that have a lead score of more than 24
 - b. Focus on leads with positive tags like "Tags_Lost to EINS", "Tags_Closed by Horizon", and those sourced from "Welingak Website", as they have the highest likelihood of conversion.
 - c. Use SMS or email reminders before making calls to such leads to increase their responsiveness.
 - d. Segment the leads based on their likelihood of conversion (e.g., high, medium, low) and allocate high-priority leads to experienced sales team members.
 - e. Assign medium- and low-priority leads to interns for initial follow-up, allowing the experienced team to focus on closing high-value leads.
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.
 - a. X Education interns should call prospects with a minimum lead score of 90
 - b. Restrict calls to leads with tags that strongly indicate conversion potential, such as:
 - i. **"Tags_Lost to EINS"**
 - ii. **"Tags_Closed by Horizon"**
 - iii. **"Tags_Will revert after reading the email"**

- c. Before making a phone call, attempt to engage leads through **email, SMS, or automated chat**. Only make phone calls if these methods fail to elicit a response.
- d. For leads tagged as "**Busy**" or "**Switched off**", send reminders or follow-up messages instead of immediately attempting calls.
- e. Focus only on leads categorized under "**Lead Quality - Not Sure**" or better, avoiding those flagged as "**Lead Quality - Worst.**"