**1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
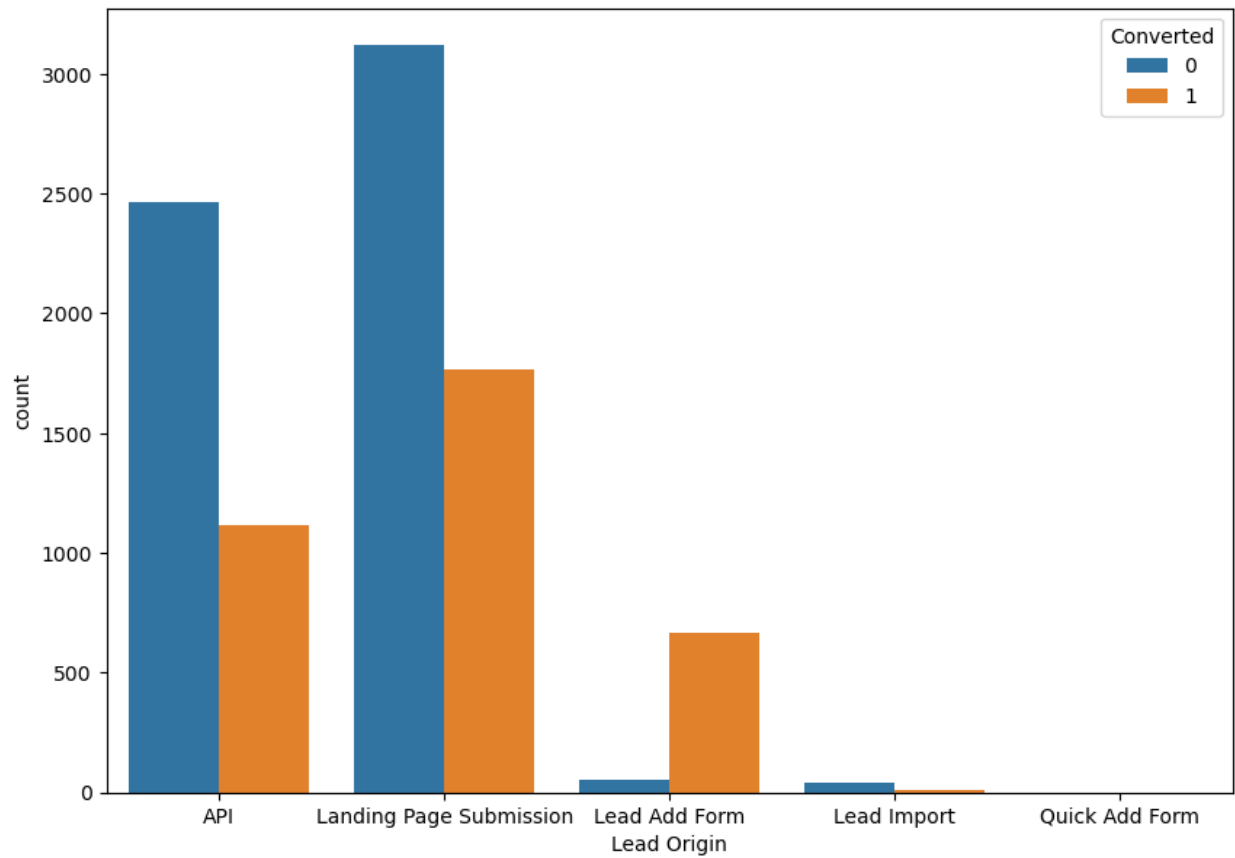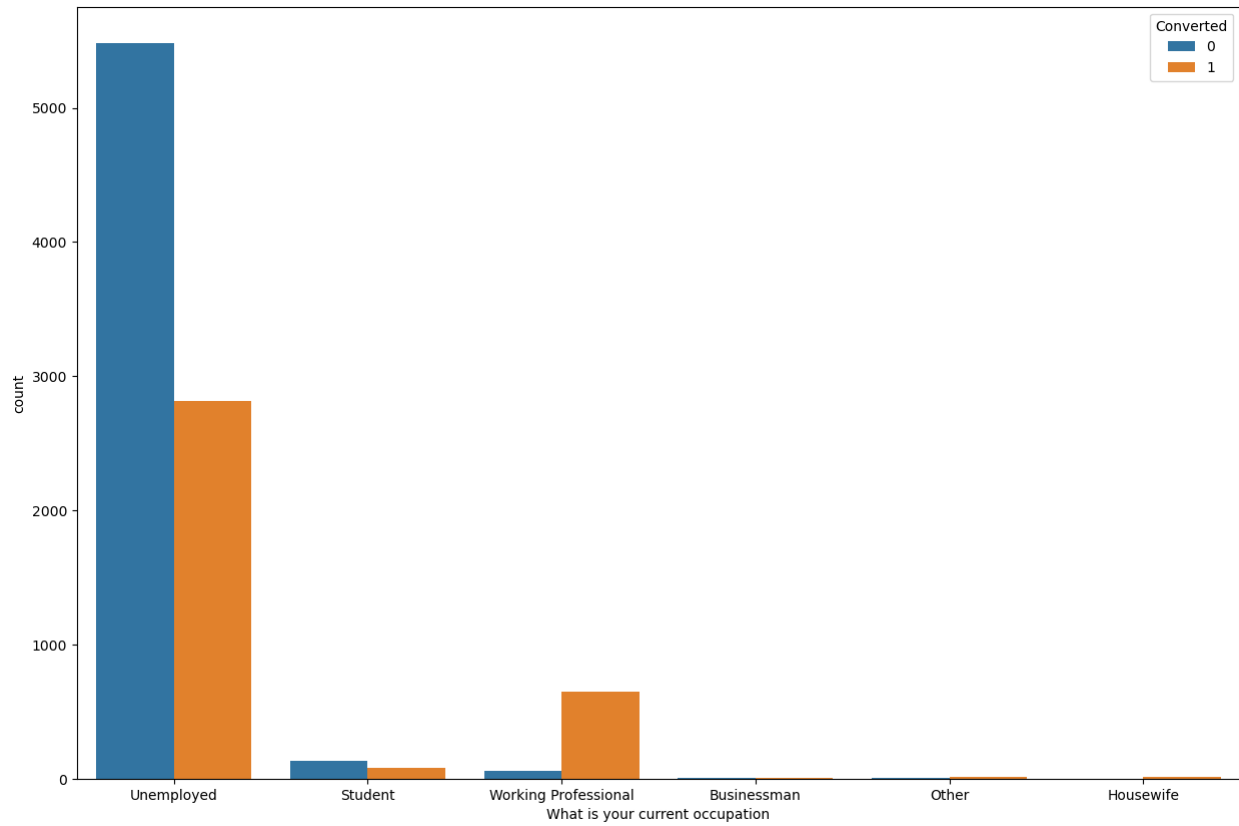
The variables listed below have strong standardized regression coefficient and thus contribute most towards the probability of a lead conversions are:

- Tags (Closed by Horizzon, Lost to ENIS, Will Revert after reading the Email)
- Lead Source (Welingak Website, Reference)
- Last Activity (SMS sent)
- Total Time Spent on Website
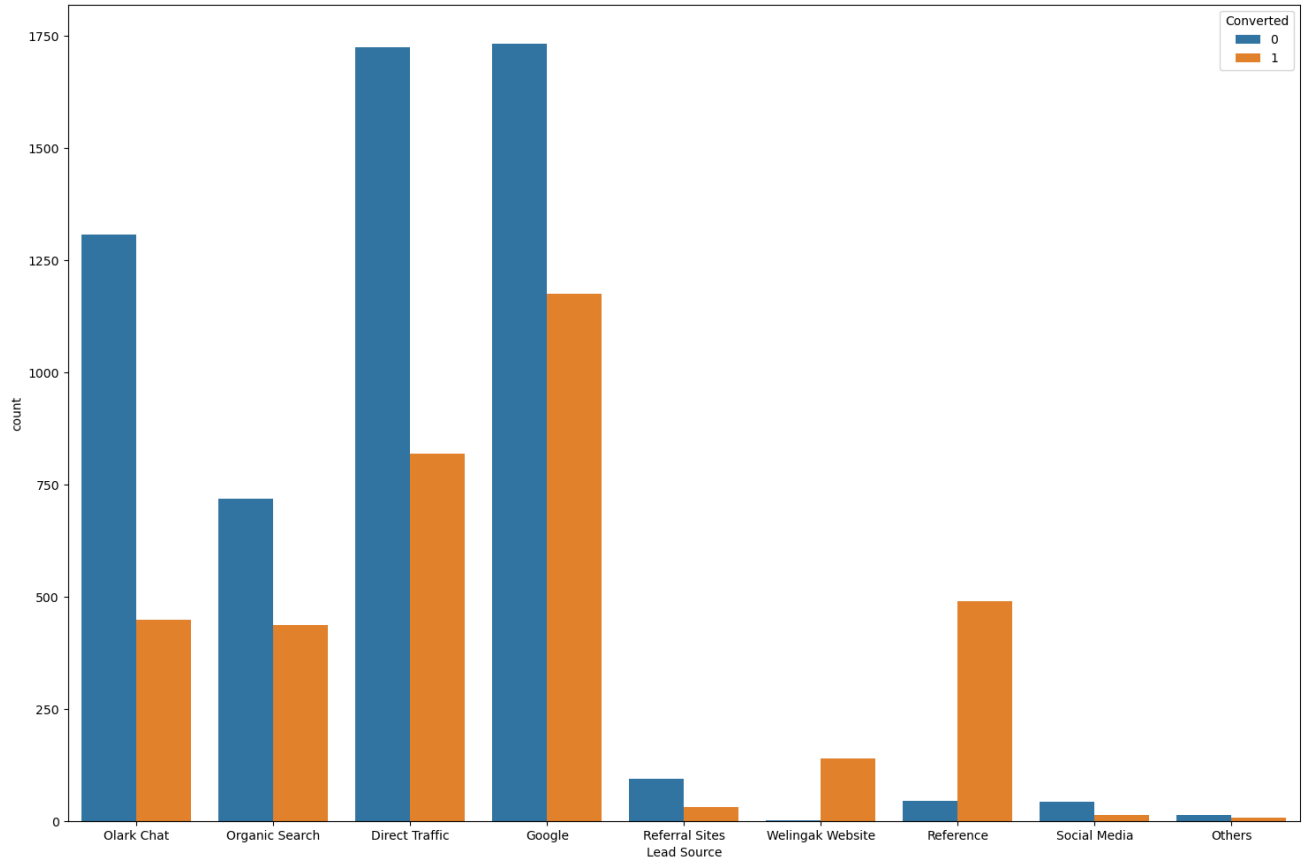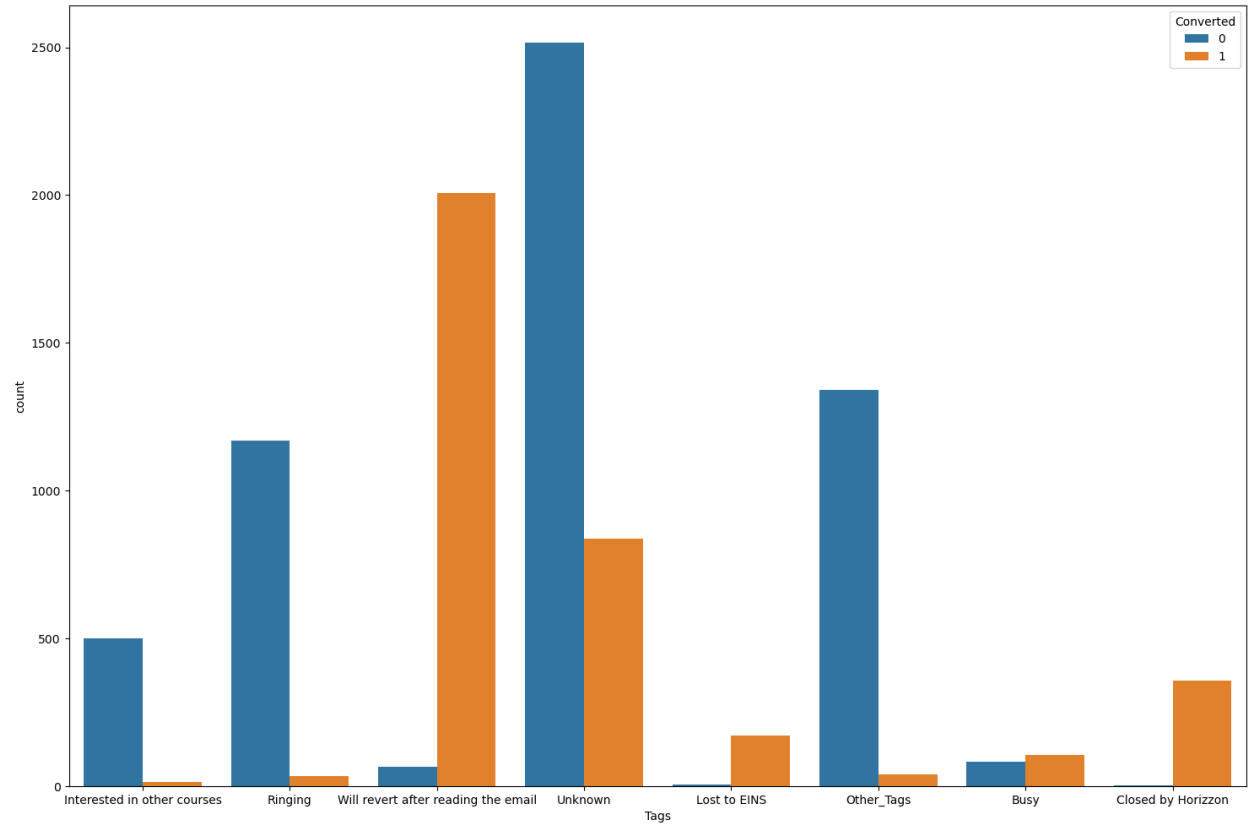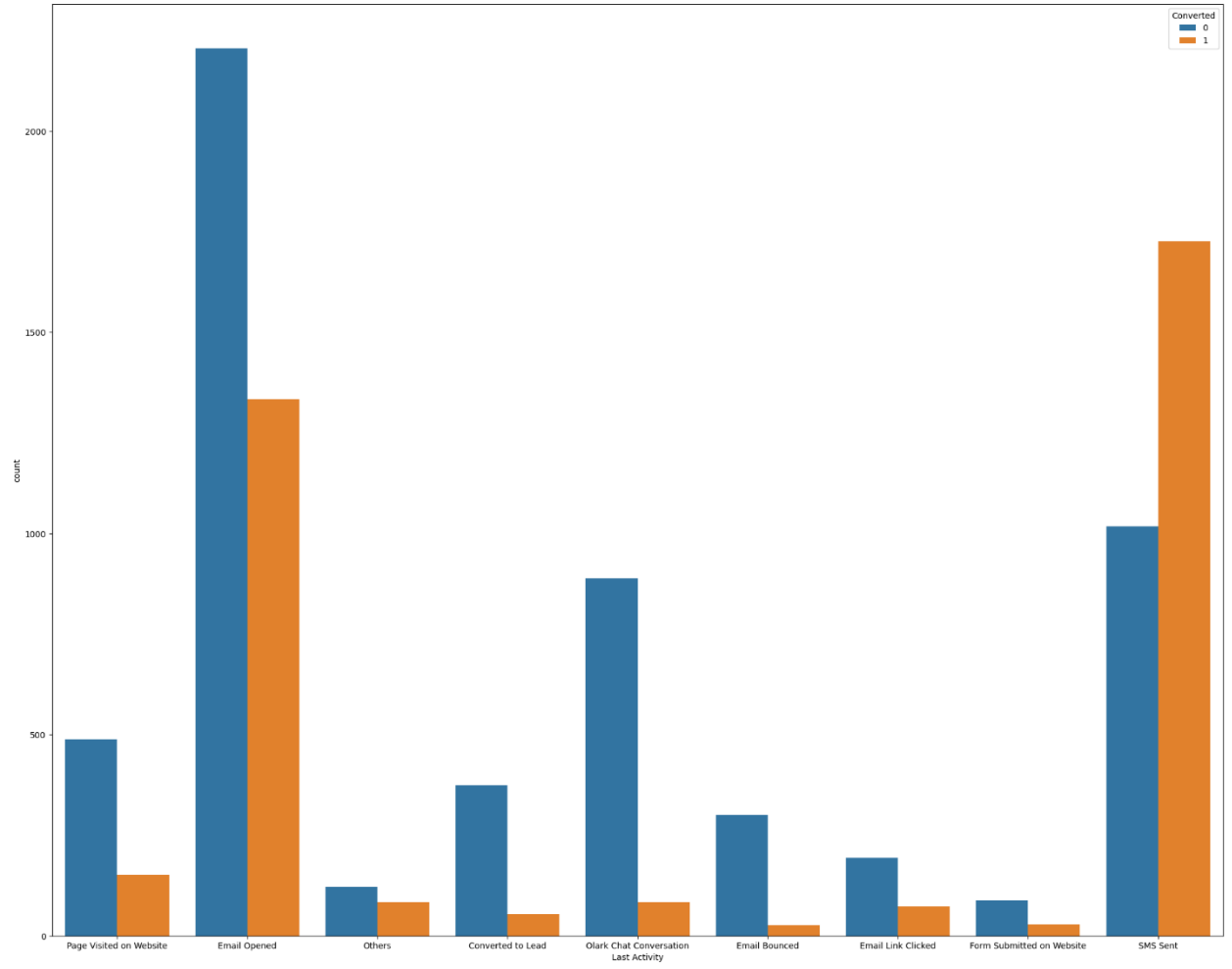
2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

The variables listed below should be focused the most to increase probability of lead conversion:
- Lead Source – Google & Organic Search & Direct Traffic
- Lead Origin – API & Landing Page submission
- What is your current occupation - Unemployed

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.

The following strategies can be adopted to ensure higher probability of lead conversion:
- Target customers who are spending more time on the website
- Target the working professionals as this is an industry relevant program and thus can be more appealing to the working professionals
- Target the leads generated through references or welingak website
- Target leads with last activity as SMS Sent as they show very high conversion rate

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.

The company can use their resources on automating their processes customer engagement and retention. The company can work on improving their KPIs by call center automation (using technology / software which can easily complete repetitive tasks without the need for human intervention e.g. Virtual assistants / chatbots / Automatic speech recognition / workflow automations) and improvising customer experience and reducing cost to serve.