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

   Answer: Top three variables which contributed the most towards the probability of lead getting converted are:
   - Occupation.
   - Lead Origin.
   - Lead Source.

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: Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:
   - What is your current occupation_Working Professional
   - Lead Origin_Lead Add Form
   - 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.

   Answer: Target all the customers and working professionals who have spent the most time on websites indicate that they are interested in enrolling in a course, arrange a phone conversation and follow-up. Pay closer attention to clients whose origin identifier is Add Form and lead source is Welingak website. We should avoid dealing with clients whose emails bounce when we try to contact them.

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: The Company can now concentrate on business expansion since it met its quarterly goal ahead of schedule. Similar to targeting customers outside of Maharashtra, as it is obvious that the majority of the customers being targeted are from Maharashtra. Additionally, they can develop a strategy in which they work with multinational corporations (MNCs) all over India to increase their exposure to industry professionals. Additionally, they can train their sales and customer service departments more

extensively to improve their abilities and guarantee customer satisfaction while reducing negative publicity.