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

**Answer**: Below three are the variable which are contributing the most towards the probability of a lead getting converted:

1. tags\_lost\_to\_other\_inst
2. tags\_will\_revert\_after\_reading\_the\_email
3. total\_time\_spent\_on\_website
4. 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**: 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 are below:

1. tags\_lost\_to\_other\_inst
2. tags\_will\_revert\_after\_reading\_the\_email
3. lead\_origin\_lead\_add\_form
4. 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**: The phone calls should be made to the people if:

1. They are tagged as to lost to other institutes or competitors
2. They are tagged as to revert back after reading the email
3. They are spending more time on website
4. They are as lead origin lead add form
5. 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**: In this situation, companies should concentrate on other tactics such as automated emails and SMS. This way, unless it's an emergency, you would not have to call. The aforementioned method can be employed with consumers who have a high probability of purchasing the course.