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

   Answer : The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

   - Lead Origin_Lead Add Form
   - Total Time Spent on Website
   - What is your current occupation_Working Professional

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 :
   - What is your current occupation_Working Professional
   - Last Notable Activity_SMS Sent
   - Lead Source_Olark Chat

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 :
   Phone calls must be done to people if:
   - They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
   - They are seen coming back to the website repeatedly
   - Their last activity is through SMS or through Olark chat conversation
   - They are working professionals

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:
1. Develop personalized email campaigns tailored to individual leads based on their preferences, behavior, and stage in the customer journey.

2. Implement automated SMS campaigns targeted at leads who exhibit a high likelihood of conversion based on predictive analytics and behavioral data.

3. Foster collaboration between sales teams, management, and data scientists to continuously refine lead scoring models and campaign strategies.

4. Develop a strategic approach for providing discounts or incentives to potential customers to incentivize them to make a purchase or take desired actions.

5. Gather feedback from existing customers to identify pain points, preferences, and areas for improvement in lead generation and conversion processes and also ask for reference if everything is working fine for the customers.