1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   1. Tags\_Lost to EINS
   2. Tags\_Closed by Horizzon
   3. 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?
   1. Lead Source
   2. Tags
   3. Last Notable Activity
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.
   1. The prospective leads are identifies in the key\_leads variable in the code. This is currently with the Lead\_Score of 80 and above. This also relates to the optimum cut off point we got from the code (30%). To target more leads, change this to lets say 50 (change the cut off to 10%) and contact all the candidates.
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.
   1. Similar to question 3, change the lead score values to for eg. 90 (increase the cut off to around 50%) and try to reachout to the candidates though emails or SMS.