Case Study Based Subjective Questions and Answers:

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   - Below are the top 3 variables that contribute towards the leads getting converted :-

     i-   Total Time Spent on Website
     ii-   Lead Origin_Landing Page Submission
     iii-   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?**
   - Below the top 3 key categorical/dummy variables in model where team should focus on more:
     i-   Last Activity_Converted to Lead
     ii-   Last_Activity_Email Bounced
     iii-   Last Activity_Olark Chat Conversation

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 good strategy to employ at this stage could be reaching out to people on phone calls who are:
     i-   spending more time on website.
     ii-   Working professionals.
     iii-   Coming or in touch via Olark chat conversation.

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.**
   - As per out recall score which is 78% and points where we should more focus on to avoid useless phone calls:
     i-   Work on bounced emails and automated emails.
     ii-   Social Media engagements.
     iii-   Making website more engaging since people are spending more time on website.