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

   Answer: The variables with the highest coefficents are regarded as the most significant ones. For our model they were:
   a. Lead Source_Welingak website
   b. Lead Source_Reference
   c. Last Activity_Had a Phone Conversation

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: The top 3 most significant categorical/dummy variables in our our model were:
   a. Lead Source_Welingak website
   b. Lead Source_Reference
   c. Last Activity_Had a Phone 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.

   Answer: The strategy that can be utilized here is:
   a. Primarily, the Sales Team should take a look at the Lead Scores of all the potential leads first to determine the top Hot Leads
   b. Customers having the highest Lead Scores should be the ones whom the team should focus/call first followed by customers having lower Lead Scores.
   c. The team should also plan to arrange some demo sessions/meetups etc. to showcase the key benefits & offerings provided as part of the course/programme
   d. The Sales team should be convincing enough to tell about the Success history of the previous Cohorts who had enrolled in that particular course
   e. Personal mentorship session(s) could be provided at the home of customers, if possible
   f. Customers having lower Lead Scores could be provided with some additional benefits like some extra discounts on the fees etc, some freebies etc.
   g. Follow up calls to be made by Sales Team within a week again.

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: At this stage, the company could think of employing the below strategy:
   a. The company could provide some additional trainings and further upskill their Sales Team (including interns)
   b. The company should do more research and analysis on how to convert their Cold Leads into 'Paying Customers'
   c. The Sales team can engage with the team of data analysts/data scientists/business to identify key features due to which the Leads aren't converted into 'Paying Customers' or why certain customers have a low percentage of conversion
   d. The data analysts could also do some segmentation of customers using Machine Learning techniques like Clustering etc. which could devise their Marketing/Sales strategy.
   e. Based on the above analysis, they could re-strategize or make some changes in their product offerings, marketing strategy, sales strategy etc.
   f. They can also identify their key market competitors and see how they can improve upon and reflect at their end.