

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
  - Tags
    - Positive impact- Closed by Horizon, Will revert after reading the email
    - Negative impact- Already a student, switched off, Ringing, Interested in other courses
  - Lead Source
    - Positive impact- Welingak Website, Reference, Olark Chat
  - Last Notable Activity
    - Positive impact- SMS Sent
  
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?
  - Tags\_Closed by Horizon
  - Lead Source\_Welingak Website
  - Tags\_Will revert after reading the email
  
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.
  - Interns should aggressively follow up on leads tagged "Will revert after reading the email"
  - Target leads from Welingak website and Reference sources- these are high intent sources
  - As X-Education offers professional courses- target leads who marked themselves as working professionals
  - Target leads that have last notable activity as SMS Sent, and leads that spend more time on website
  
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.
  - Avoid leads with student's tag- maybe they do not have paying capacity (early stage) and course offered is for working professionals
  - Avoid leads tagged interest in other courses
  - Avoid leads previously tagged switched off, and marked as ringing