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

Answer: The top 3 variables that contribute to lead getting converted in the model are:
- Total time spent on the website
- Lead Add Form from Lead Origin
- Having occupation as Working Professional

X education should focus more on these variables.

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: Top 3 Dummy variables that are inversely related
- **Lead whose last activity is Olark Chat Conversation.**
- **Lead how requested not to email.**
- **Lead whose last activity is stated as Others.**

X education should target these variables as a value increase in them will reduce the conversion ratio.

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: Should call lead_number with final_prediction = 1 and lead_score above 80 to convert more and more leads. For Example:*

Sr. No	lead_number	Converted	prob_lead_conversion	final_Prediction	lead_score
1	2376	1	0.948081	1	95
2	7766	1	0.92565	1	93
4	4359	1	0.834938	1	83
12	2935	1	0.915756	1	92
13	2907	1	0.933126	1	93
15	493	1	0.834938	1	83
19	4877	1	0.800978	1	80
25	1557	1	0.830046	1	83
33	8429	1	0.948081	1	95
40	1200	1	0.941095	1	94
49	5638	1	0.949026	1	95
54	7631	1	0.864455	1	86
71	3289	1	0.834938	1	83
88	6666	1	0.986634	1	99
92	5448	1	0.901007	1	90
93	1287	1	0.948081	1	95
94	8103	1	0.834938	1	83
96	3444	1	0.948081	1	95
99	2392	1	0.893348	1	89
103	5363	1	0.909392	1	91

*These are just examples, by running the code mentioned below a full list can be generated:
high_conversion = y_pred_final.loc[y_pred_final["lead_score"]>=80]
high_conversion

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:

In this condition, they need to focus more on other methods like automated emails and SMS as they have the highest conversion rate. The extra effort or goodies should be provided to the current student for giving references, as a reference has the highest lead-to-conversion ratio. This way calls won't be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course.