

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - The top three variables contributing most towards the probability of a lead getting converted are:
 - Lead Origin_Lead Add Form
 - What is your current occupation_Working Professional
 - Last Notable Activity_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?
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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.
 - We will begin with building a classification model to predict the hot leads, so that they can be targeted instead of the ones that are predicted as cold. As information provided there are 10 interns allotted, so in case, for example, 60/100 leads are predicted to be hot, they can be divided amongst the interns. This would increase the conversion rate. The hot leads with comparatively less probability of turning into a member of X Education than others, can also be handled as we can expand the bracket of hot leads since the workforce is increased by 10 people. Hence more aggressive lead conversions can be observed.
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 the inputs shared by the leads, sales team can create few score variables such as Tags, Lead Quality, Lead Profile, Asymmetrique Activity Index, Asymmetrique Profile Index, Asymmetrique Activity Score, Asymmetrique Profile Score. Using these variables they can decide whether to make the phone calls or not to the leads. This approach would minimize the rate of useless phone calls.