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

Ans: After building the model through RFE, we obtained few important variables which are predicted to be important by the model. Top 3 variables from them are:

- Tags will revert after reading the email.
- What is your current occupation unemployed.
- Total time spent on website.

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?

Ans: After building the model through RFE, we obtained few important variables which are predicted to be important by the model. Top 3 categorical/dummy variables from them are:
- Tags_Closed by Horizon.
- What is your current occupation unemployed.
- Lead Origin_Lead Add Form.

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.

Ans: After analysis the trends from previous years i.e from the EDA analysis, new interns must start making phone calls to people.
They can be:
- Making website more interesting/easy to use for Customers who spend so much time on the website.
- Make calls to Customers Providing offers/discounts if they are unemployed/working professionals who may be interested in the courses.

- Make calls to customers who clicked on our ads in google and visited the page.
- Make calls to Customers whose last activity is an email/sms.

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.

Ans: During the condition mentioned in the statement above,

- Company can focus on sending emails to customers instead of calls.
- Re-Building the website to be more interesting/easy for customers visiting the site.