

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - A. The features with high co-efficients are
 - Tags_Closed by Horizzon
 - Tags_Lost to EINS
 - Tags_Will revert after reading the email

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?
 - A. Top 3 dummy variables that should be focused are
 - Lead Source_Google
 - What is your current occupation_Unemployed and Working Professional
 - Lead Source_Organic Search

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.
 - A. People must be contacted only if
 - If they spend more time on website
 - Their recent activity was SMS
 - If they say they will revert after reading the mail
 - If their lead source is Welingak 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.
 - A. The sales team should make calls only if it is necessary. Unnecessary calls may lead to losing the learner. So, it is always good to have alternative plans like sending SMS and mails. That too should be done only to the Hot Leads. Sending to everyone may lead people to lose the trust and think it is a fraud and people tend to ignore.