

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?
3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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.
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.

Disclaimer: All content and material on the upGrad Campus website is copyrighted material, either belonging to upGrad Campus or its bona fide contributors and is purely for the dissemination of education. You are permitted to access, print, and download extracts from this site purely for your own education only and on the following basis:

- You can download this document from the website for self-use only.
- Any copies of this document, in part or full, saved to disk or to any other storage medium, may only be used for subsequent, self-viewing purposes or to print an individual extract or copy for non-commercial personal use only.
- Any further dissemination, distribution, reproduction or copying of the content of the document herein or the uploading thereof on other websites, or use of the content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of upGrad Campus or its contributors, is strictly prohibited.
- No graphics, images, or photographs from any accompanying text in this document will be used separately for unauthorized purposes.
- No material in this document will be modified, adapted, or altered in any way.
- No part of this document or upGrad Campus content may be reproduced or stored on any other website or included in any public or private electronic retrieval system or service without prior written permission from upGrad Campus.
- Any rights not expressly granted in these terms are reserved.