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

   **Tags will revert after reading the email**
   **Total Time Spent on Website**
   **Tags ringing**

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?

   **Lead Source with elements google**
   **Lead Source with elements direct traffic**
   **Lead Source with elements 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.

   **To be more aggressive and to make use of interns, we could choose a lower probability cut-off, which ensures that those leads with a lower probability of conversion are also picked up by the system as converted, generating a longer list of leads. This would ensure aggressively targeting those leads with a low probability, which otherwise would have been missed by the system**.

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.

   **We should really make calls only those leads who are having a really high probability of conversion would be marked as to be converted, thereby generating fewer but hotter leads. Also we should look for alternatives such as automated mails etc. to avoid unnecessary calls.**