

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

- **Lead Origin**
- **Current Occupation**
- **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?

- **Lead Origin_Lead Add Form**
- **What is your current occupation_Working Professional**
- **Last Notable Activity**

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.

Working professionals can be targeted more with proper explanation of the course for higher conversion.

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.

During such times, sales team can connect through message services and email. Calls can be made to hot leads who have higher chance of conversion so that the target can be achieved.