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

   Answer: The top variables that contributed the result are
   - Lead Origin
   - Lead Source
   - Lead Activity

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?

   Answer : The top 3 categorical/dummy variables in the model that could influence the probability of lead conversion are -
   - Lead Origin from Lead Add Form
   - What is your current occupation_Working Professional
   - Last Activity_Digital_or_Direct_Engagement

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.

   Answer: Here is the strategy to make more converting calls
   - If the lead has come in from Lead Add Form, Welingak website or Olark Chat
   - Call the leads who are currently working professional first
   - Call leads who have positively interacted with digital channel or in person
   - Call leads who have recently received an SMS from X Education, the brand would be fresh on their mind and will help productive phone conversations
   - Leads who have spent more time on the 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.

   Answer: They could to following
   - Avoid calling leads who have are not working professionals, especially who have not entered any occupation
   - Retarget leads that have last activity as **Email Opened** using SMS. SMS is better converting channel than emails. It is safer too as too many automated

emails can push the nurtured lead to unsubscribe "**Do not Email**" – that negatively effects the overall conversion

- Reach out to existing customers for reference using emails and SMS.