

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

A1. The top three variables are as follows:

1. Do not Email
2. Lead origin
3. Lead Source

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?

A2. Below given are the top three categorical variables that helps to lead conversion

1. Lead Origin_Lead Add form
2. Lead Source_Welingak Website
3. What is current occupation_Working professional

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.

A3. Since the company attracts more customers, we can employ the below-mentioned strategy:

- We can decrease the threshold probability so even if accuracy drops (falsely predicted 1's), we can still call more people and try to convert them.
- If we're calling people with a lead score above for example 70, then we can reduce this value so that sales people can call more.

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.

A4. Since the company attracts high potential customers, we can employ the below-mentioned strategy:

- We should increase the threshold probability so we can have better accuracy at converting potential customers
- We should decide a lead score and vacancies in course and based on them, top potential customers should be called
- Derive new features which will allow us to assess a potential customer better.