* Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
* Ans: The top three variables in our model which contribute to the probability of lead conversion are:

1.Tags( Lost to EINS (coef 6.3616)

switched off (coef -5.7080)

Closed by Horizzon (coef 5.5389)

Ringing (coef -4.5025)

Already a student (coef -4.3912) etc)

2. Lead\_Source with Welingak Website (coef 3.7183)

3. Current\_occupation with ‘Not mentioned’(-2.0720)

* 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?
* Ans: The top three categorical/dummy variables in our model which contribute to the probability of lead conversion are:

Tags\_Lost to EINS (coef 6.3616)

Tags\_switched off (coef -5.7080)

Tags\_Closed by Horizzon (coef 5.5389)

* 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.
* ANS: The best strategy to deploy during this 2 months period would be to use our model and give a lead score for every lead. Once the leads have been scored the sales team can focus on leads with scores above 30(since our probability cut off was 0.3) to ensure higher lead conversion.

* Sales team doesn't want to miss calling leads tagged as Lost to EINS (coef 6.3616),Closed by Horizon (coef 5.5389) or lead source with Welingak Website (coef 3.7183) as they have higher coefficient values in our model. Higher coefficient values of these dummy variables indicated that there is a higher chance of lead conversion among leads with these dummies.
* Sales team may avoid calling leads who are tagged as switched off (coef -5.7080),Ringing (coef -4.5025) or Already a student (coef -4.3912),as their coefficient values are highly negative in our model and they will affect

the conversion probability negatively.

* 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.
* ANS: Using our model,the company may automate the process of identifying leads with higher chances of buying their courses, then send mails to leads with lead score above 30. They could try out automated SMS and chat boats on their website.So that way direct phone calling will not be required unless it is an emergency.