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

   ➔Top 3 variables contributing towards lead conversion are –
      a. Tags_Lost to EINS
      b. Tags_closed by Horizon
      c. Tags_will revert after reading the email

   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?

   ➔ Top 3 variables contributing towards lead conversion are –
      a. Tags_Lost to EINS
      b. Tags_closed by Horizon
      c. Tags_will revert after reading the email

2. 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 ensure 100% conversion they should look at Working professionals especially those engaged in areas of Finance, Marketing and HRM.

   Also targeting unemployed with job opportunities will help convert a large chunk of leads that doesn't get converted as the number of unemployed leads are large.

   Tracking if the mails and messages have been read helps identify potential hot leads.

   Regular calls, sending messages and emails with the help of these interns will increase the possibility of people responding to one of these.

3. 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.

   ➔ The sales team could be employed to create a profile of the unemployed and maybe come up with a suitable solution such as help in job applications or internships which could help the unemployed and thus increase the conversion.

The team could also look to contact Industry experts that would help improve the course and find better ways to market the products as per industry expectations.