

1) 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 which mostly contributes in lead conversion are

- *Tags_Closed by Horizzon*
- *Tags_Will revert after reading the email*
- *Tags_Lost.*

Leads assigned as Tags_Closed by Horizzon has highest chance for lead conversion followed by Tags_Will revert after reading the email and Tags_Lost.

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?

Ans: The top three categorical/dummy variables which mostly contributes in lead conversion are

- *Tags_Closed by Horizzon*
- *Tags_Will revert after reading the email*
- *Tags_Lost.*

Leads assigned as Tags_Closed by Horizzon has highest chance for lead conversion followed by Tags_Will revert after reading the email and Tags_Lost

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.

Ans: The company has two months of time and ten interns in hand, which means they have ample amount of time and resources in hand. So it should approach all its potential leads. As the company has sufficient time , it should focus on customers who have lesser conversion rate so that it helps in increasing overall conversion rate of leads. The company needs to focus on below list of customers

- Total Time spent on Website
- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- Lead Source_Wellingak Website
- Tags_Closed by Horizzon

- Tags_Lost
- Tags_No Phone Number
- Tags_Others
- Tags_will revert after reading email
- Last Notable Activity_Modified
- Last Notable Activity_Olark Chat Conversation

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.

Ans: The company has less time to reach its target for quarter before the deadline. So during this time it is advisable for the company to focus on *hot leads* i.e, lead score greater than 80% as they have highest conversion rate. Targeting them will help the sales team to achieve their goal with less cold calling.