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

➔ The top three variables are 'Tags_Interested in Next batch', 'Tags_Lateral student', 'Tags_Closed by Horizzon' wrt final model and feature importance.

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?

➔ The top three categorical/dummy variables in the final model are 'Tags_Interested in Next batch', 'Tags_Lateral student', 'Tags_Closed by Horizzon' wrt the absolute value of their coefficient factors.

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.

➔ A good strategy would be to reduce the cutoff for probability of conversion of customers from the optimum cutoff we found for the model of 0.44,
For ex. any lead with greater than 0.27 probability of converting is predicted as Hot Lead (customer will convert) and any lead with 0.27 or less probability of converting is predicted as Cold Lead (customer will not convert), this will help to utilise all interns and make lead conversion more aggressively.

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.

➔ A good strategy would be to increase the cutoff for probability of conversion of customers from the optimum cutoff we found for the model of 0.44,
For ex. any lead with greater than 0.9 probability of converting is predicted as Hot Lead (customer will convert) and any lead with 0.9 or less probability of converting is predicted as Cold Lead (customer will not convert), this way the company's sales team can focus on some new work,