

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

Answer: Lead Source, Tags, Last Activity

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?

Answer: Lead Source_Welingak Website, Tags_Lost to EINS, Tags_Will revert after reading the email

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.

Answer: Start with the leads with high Lead scores first. Keep the Cutoff lower and try contacting all the leads as much as possible

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.

Answer: Be very selective. Contact only leads with high probability of conversion. Company should not invest more time and resources on Leads who provide Wrong number or no number. And also, on leads without a diploma. Concentrate on Leads who spend more time on website and also provide email response