

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

Lead Source_Others – This value was created by merging the various other values in the column that had low value counts.

Lead Quality_Low – These may be the undecided but potential leads that need to be pursued as they have a highly positive coefficient.

What is your current occupation_Unknown – this has the most negative impact out of all the parameters.

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?

Lead Source_Others – This value was created by merging the various other values in the column that had low value counts.

Lead Quality_Low – These may be the undecided but potential leads that need to be pursued as they have a highly positive coefficient.

Last Activity_SMS Sent

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.

The best strategy would be to sort the leads by their lead score and the interns should be given a list to make calls to the potential leads of scores 0.3 and above.

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.

In times when aim is not to make phone calls unless it's extremely necessary, X education can choose a higher value of lead score to funnel out only the hottest leads of them all.