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

Ans. Top 3 variables that contribute in the result are:

- Tags_Closed by Horizzon
- Tags_Lost to EINS
- Tags_Will revert after reading the email

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. Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of a lead getting converted are also:

- Tags_Closed by Horizzon
- 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.

Ans.
- Target leads that spend a lot of time on X-Education site and this can be done by making the website interesting and thus bringing them back to the site.
- Their activity is through SMS or through Olark chat conversation
- Target leads that repeatedly visit the site. However, they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are strongly highlighted.

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.

- In this situation, they need to focus more on other methods. Like automated emails and SMS. This way calling won't be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course.
- If the source of the lead is a Reference, then there is a higher probability that the lead would convert, as the referrals not only provide for cash backs but also assurances from current users and friends who will mostly be trusted - Sales team should focus on such leads.