

**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 that contribute most towards the probability of a lead getting converted are: 1) Tags\_Closed by Horizzon, where leads that have been assigned Tags as 'closed by horizon' have the highest probability of conversion. 2) Tags\_Lost, where leads that have been tagged as 'Lost' also contribute to the conversion to a considerable extent. 3) Tags\_Will revert after reading the email, where leads that have been tagged as 'will revert after reading the mail' also have significant correlation with the conversion. These tags help in identifying the leads that are most likely to convert and can be used to prioritize and focus on those leads.

**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 that should be focused on the most in order to increase the probability of lead conversion are: 1) Tags\_Closed by Horizzon, where leads that have been assigned Tags as 'closed by horizon' have the highest probability of conversion. 2) Tags\_Lost, where leads that have been tagged as 'Lost' also contribute to the conversion to a considerable extent. 3) Tags\_Will revert after reading the email, where leads that have been tagged as 'will revert after reading the mail' also have significant correlation with the conversion. These tags help in identifying the leads that are most likely to convert and can be used to prioritize and focus on those leads.

**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.**

With two months available and 10 interns dedicated to the task, the company has sufficient time and resources to reach all potential leads. However, to improve the overall lead conversion rate, the company should focus on leads with a lower probability of conversion. By targeting these leads, the company can increase its overall conversion rate. The list of variables and their correlation with lead conversion can provide valuable insights for prioritizing and targeting leads effectively. By using this information, the company can make the most of its time and resources to achieve its goals.

S.No	Variables	Correlation with Lead Conversion
1	Tags_Will revert after reading the email	0.65
2	Total Time Spent on Website	0.35
3	Last Activity_SMS Sent	0.34
4	Lead Origin_Lead Add Form	0.31
5	Tags_Closed by Horizzon	0.23
6	Tags_Lost	0.16

7	Lead Source_Welingak Website	0.15
8	Last Notable Activity_Olark Chat Conversation	-0.074
9	Tags_No phone number	-0.108
10	Lead Source_Olark Chat	-0.124
11	Last Activity_Email Bounced	-0.127
12	Tags_Others	-0.204
13	Last Notable Activity_Modified	-0.263

From the above table we can see that the company needs to focus on following types of customers:

Last Notable Activity\_Modified  
 Tags\_Others  
 Last Activity\_Email Bounced  
 Lead Source\_Olark Chat  
 Tags\_No phone number    Last Notable Activity\_Olark Chat Conversation  
 Tags\_Lost  
 Lead Source\_Welingak Website

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.**

In the quarter before the deadline, the company has limited time available, so it is crucial that they focus on hot leads with the highest lead conversion rate. To maximize their efforts, they should avoid unproductive calls and prioritize leads based on their lead score. Targeting leads with a lead score of more than 80% can be an effective strategy for increasing the probability of conversion. By focusing on the most promising leads, the company can make the most of its limited time and resources.