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

Top 3 Features in the model are:

1. Lead Origin from “Lead Add Form “

2. Lead Source from “Welingak Website”

3. What is your current occupation as “Working Professional

1. 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?

top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

1.Last Notable Activity SMS Sent

2. Total Time Spent on Website

3. Lead Source Olark Chat

1. 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.

Focus items are:

* Call people originating from Add form or from “Welingak Website”
* Call working professionals
* Should focus on whose last notable activity is SMS sent
* Should focus on leads who have high score given by Machine learning model (logistic regression model 6)
* Call existing customer and ask to refer friends or family
* Call people whose source is “Olark Chat” option.
* Ask people why unsubscribed to know the reasons and improve

1. 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.

Things to Focus on free time:

* In order to maximize the utilization of offers and discounts, the sales team should collaborate with the specialized team to provide feedback on the offers and discounts that aided in conversion.
* Sending automated emails and SMS to individuals who, according to the model data scientists constructed for them, have a very high likelihood of converting, i.e., have a Lead Score >= 0.90 or such