

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

Ans: In model building process using RFE method states the main variables which are contributing are.

- a) Tags
- b) **Lead Source**
- c) **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?

Ans: We can decide this with the help of coefficient of variables in the predicted model. So according to the model the top three variables will be...

- a) **Tags\_Closed by Horizon**
- b) **Tags\_Lost to EINS**
- c) **Tags\_Will revert after reading the email**

Other than Tags variables

**Lead Source\_Welingak Website**  
**Last Activity\_SMS Sent**  
**Last Notable Activity\_Modified**

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: The interns can help sales team by creating multiple models using different variables, on basis of these models, best model (which are predicting most number of customers as 1) can apply for finding hot leads to get the potential customers.

Other method likes Demo sessions by interns, communication with multiple channels, follow ups can be more helpful in getting hot leads.

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: To minimize the rate of useless phone calls, company can analyze old data in which customers are converted and in which not, the company can also add new variables like potential customer moved to other competitive company or not, customer's educational background, current position, etc..

The company can also focus on other factors as lead generated by their current customers as referral, segmenting the areas from where more number of customer are converting.,

It can also optimize sales process by applying automation to repetitive processes to get customers responses,

Continuously evaluate the logistic regression model's performance and adjust the lead scoring threshold and outreach strategies accordingly. This ensures that the model remains effective in guiding decision-making and minimizing unnecessary phone calls.