

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - **Tags_Will revert after reading the email**
 - **Tags_Closed by Horizzon**
 - **Total Time Spent on Website**

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?
 - **Tags_Will revert after reading the email**
 - **Tags_Closed by Horizzon**
 - **Last_Activity_SMS Sent**

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.

We have used company CRM data to understand the business insights through EDA and we have built conversion prediction model which will be predicting leads most likely to be converted. This model has identified features which are contributing most towards the probability of leads getting converted.

Since we want to be aggressive, we will get all customers predicted as 1, and share them equally among the 10 interns and give each intern daily targets of how many leads he or she needs to make calls to per day. And the intern will also be incentivized based on how many leads they have calls. This will motivate the interns to attempt as many calls as possible.

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.

Since we want to minimize useless phone calls, we will use our model to score the leads using probability. Will order the leads based on probability in descending order. The lead with highest probability will be the first and lead with lowest probability will be the last. Using this strategy only leads with high conversion probability will be called first. And the team will only call leads which are most likely to convert.