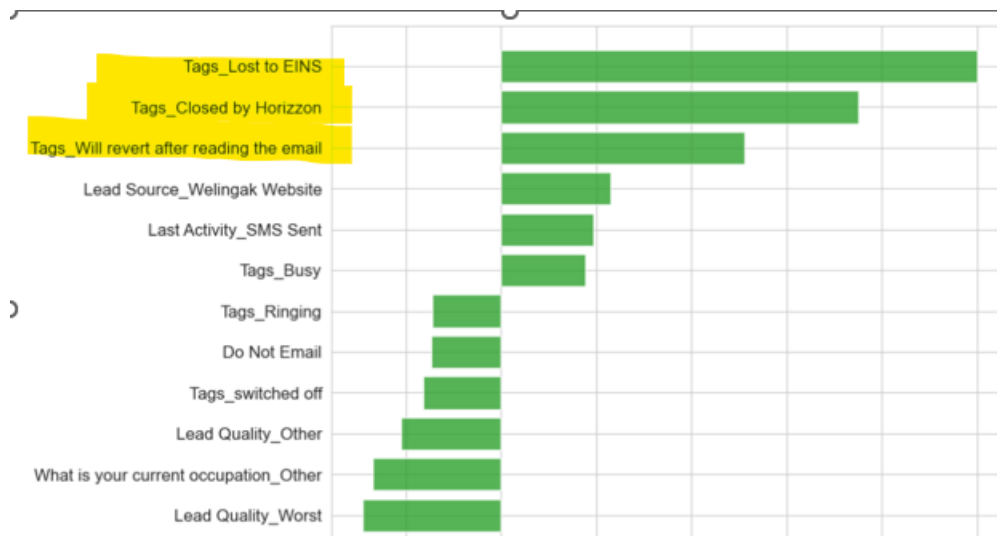


1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

The below are the top 3 which contribute more.

- Lost to EINS
- Closed by Horrizzon
- 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?

The below are the top 3 which contribute more.

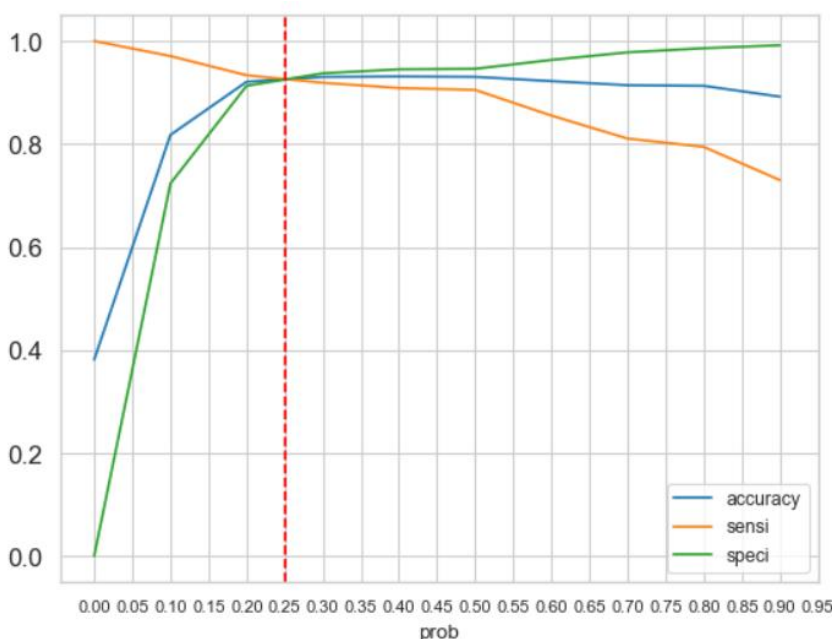
- Lost to EINS
- Closed by Horrizzon
- Will revert after reading the email

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.

High specificity implied that the model is correctly identified all leads and apart from that to improve the productivity you can also look into the below.

Various things can be planned

- Prioritize leads using model scores.
- Optimize communication through calls, emails, and follow-ups.
- Allocate leads strategically among interns based on strengths.
- Train and monitor interns for consistent performance.
- Offer time-based incentives to encourage conversions.
- Regularly analyze performance and adapt strategies.



If you chose lower threshold values to convert more.

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.

User a higher threshold value to minimise the calls and concentrate on the other activities of engaging the existing leads to chose new or additions steps in the existing courses to improve the productivity during this season.