

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

- 1.) Tags
- 2.) Lead Source
- 3.) 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?

- a. Tags_closed by Horizon
- b. Tags_Will revert after reading the email
- c. Lead Source_Welingak Website

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.

Team should focus on the leads with Tags: "Closed by Horizon", "Will revert after reading the email", Lead source as "Welingak Website", Lead Origin_Lead Add Form. Making calls to leads with having spent high time on website will help X Education get high number of conversions.

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.

Once the target is reached, Team should focus on identifying leads with tags closed by horizon and will revert after reading the mail and who are visiting the website and spending ample time on the website and then only make calls. Rest of them, team can send the course catalogues for the leads to understand the curriculum and its benefits.