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

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| --- | --- |
| Top three variables that contribute towards the model:   * Tags\_Closed by Horizzon, * Tags\_Lost to EINS, * Tags\_Will revert after reading the email |  |

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?

In order to increase the probability of lead conversion, the top 3 categorical variables that must be focused on are:

* Tags\_Closed by Horizzon and Tags\_Lost to EINS: If the tag assigned to customer is ‘currently closed by Horizzon’ or ‘Lost to EINS’, these customers have high conversion chances
* Tags\_Will revert after reading the mail: The customers who are likely to revert after reading the mail should be targeted to increase lead conversion.
* Lead Source\_Welingak Website: The leads sourced from Welingak website have high likelihood of getting converted.

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.

If Company wants aggressive lead conversion, they can target all the leads that have a lead score greater 30. Company can make phone calls to the leads who:

* Reverted to previous emails or
* were acquired through: Welingak website or Olark chat
* have signed up using lead form or
* had the last activity as SMS sent
* Have spent more time on the website

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.

If Company does not want to make useless phone calls, they can just target only the customers with lead score greater than 70. These customers can be dropped automated emails or SMS when they are using Olark chat or Welingak Website or when they are seen active to increase the conversion rate. Company can ignore the customers who are already a student or have their phone switched off or interested in other courses.