1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?  
     
   **Ans:** The top 3 variables in the model which contributed most towards the probability of a lead getting converted are:  
     
    a) Closed by Horizzon  
    b) Lost to EINS  
    c) 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?  
     
   **Ans:** The top 3 categorical/dummy variables in the model which contributed most towards increasing probability of lead conversion are:  
     
    a) Closed by Horizzon  
    b) Lost to EINS  
    c) 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.  
     
   **Ans:** The good strategy to employ at this stage is to focus on these category or dummy variables:a)Closed by Horizzon b) Lost to EINS  
    c) Will revert after reading the email  
    d) Total Time Spent on Website  
    e) Busy  
    f) in touch with EINS  
    g) Lead Add Form  
    h) Working Professional  
    i) Welingak website  
     
   And Not to focus on the below variables:

a) Might be

b) Not Sure

c) Worst

Check the hot lead score from 30 to 100 for maximum conversion.

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.  
     
   **Ans:** As we have the recall score 86%, the true relevant results is better. Follow the only combination of the below variables to minimize the number of useless phone calls:

a) Closed by Horizzon  
 b) Lost to EINS  
 c) Will revert after reading the email