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

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?

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.

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.

ANSWERS

<u>ANS 1.</u>

The top three variables in your model which contribute most towards the probability of a lead getting converted are:

- **When 'Tag' was:**
    1. **Closed by Horizzon**
    2. **Lost to EINS**
    3. **Will revert after reading the email**

- **When 'Lead Source' was:**
    1. **Welingak Website**
    2. **Reference**

- **When Occupation was:**
    1. **Working Professional**

ANS 2.

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 are:

- **Occupation_Working Professional**
- **Lead Source_Google**
- **Lead Source_Organic Search**

ANS 3.

A good strategy to employ to make almost all the potential leads to be converted is to focus on below categories or dummy variables:

- **Tags_Closed by Horizzon**
- **Tags_Lost to EINS**
- **Lead Source_Welingak Website**
- **Tags_Will revert after reading the email**
- **Lead Source_Reference**

And try not to focus on the below categories or dummy variables as they have lower chances to get converted:

- **Tags_Interested in other courses**
- **Occupation_Other**
- **Tags_Other_Tags**
- **Tags_Ringing**
- **Lead Source_Social Media**

ANS 4.

Since we have a recall score of 86.8%, the result will be better, making the useless phone calls to be low. Follow the below combination of variables to minimize the number of phone calls:

- **Tags_Closed by Horizzon**
- **Tags_Lost to EINS**
- **Lead Source_Welingak Website**

Also Check the Lead_Score, to minimize the useless phone calls, call only the Leads who has a score between (90 to 100).