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

 Ans. These are the top variables that contribute to the result:

- *Tags_Closed by Horizzon*
- *Tags_Lost to EINS*
- *Last Notable Activity_Had a Phone Conversation*

What are the top 3 categorical/dummy variables in the model that should be focused the most on to increase the probability of lead conversion?

 Ans. The top 3 Categorical/Dummy variables to increase probability are:

- *Tags*
- *Last Notable Activity*
- *Occupation*

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Ans. In this case Company X will prefer to be aggressive and call as many people as possible. So in this case they can target more leads. Company X needn't be choosy
   a. *Reduce the Cut off / Threshold* further like 20% so 95% of potential leads can be targeted so more leads can be targeted
   b. People who spend more time on website convert more so effort can be spent to *make the website more engaging and market it more*
   c. People who have respond through SMS have *high counts and good conversion rate* more than Email respondents, so pursing all of them actively when more manpower is available will yield better results

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 not to 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. In this condition, they need to focus more on
   a. *Factors that have high positive coefficient in logistic regression model* such as – Those tagged - Closed by Horizzon, Lost to EINS, Will revert after reading the email or last notable activity is SMS Sent, Phone conversation
   b. *Target factors that have highest conversion rates* - 'References', 'Welingak Website'
   c. Another strategy can be reaching out to leads through *offline channels* such as Email and SMS with a call to action of calling back if interested.