

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

Tags_Lost to Others, Tags_wrong number given, Tags_invalid number are the 3 variable who are highest contributors in getting a probability of a lead getting converted All these three variables are result of dummy variable created from categorical variable.

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?

Tags, Lead source and Country are the top categorical variables whose dummy variables have high contribution towards 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.

All the people who were having probability higher than 0.38 can be made to call. Higher concentration can be put upon those who have higher probability and if still time is left then lower probability ones can be called.

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.

Considering the aim is to make lesser number of calls higher probability thresholds can be used. Higher the thresholds lower will be count of people who will show 1 as converted and those people can be concentrated upon.