

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

Top three variables are Closed by Horizzon, Lost to EINS, 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?

Three top categorical variables are Tags, Lead Source, Last Notable Activity

Welingak Website (5.5386) – Lead Source

Modified (-1.1340) - Last Notable Activity

SMS Sent (2.2480) – Last Notable Activity

Busy (3.4552) – Tags catergorical

Closed by Horizzon (9.3948) – Tags catergorical

Lost to EINS (8.8270) – Tags catergorical

Not_Tagged (2.4663) – Tags catergorical

Other_Tag (3.3572) – Tags catergorical

Ringling (-.9309) – Tags catergorical

Will revert after reading the email (7.0587) – Tags catergorical

In touch with EINS (3.3013) – Tags catergorical

switched off (-1.2865) – Tags catergorical

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.

The interns should be given the numbers of the customers who are tagged closed to horizzon, lost to EINS or will revert after reading the email, whose last notable activity is SMS sent and whose lead source is Welingak website. In that case the conversion rate would be more than 90%.

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.

In that case, after the targets have been achieved the sales team may make sure that no one tagged with Closed to Horizzon or Lost to EINS is remaining as in their case the conversion rate is almost 100%.