

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

Ans: The top three variables which have high lead conversion probability include:

- 1) Tags_closed by horizon
- 2) Tags_lost to EINS
- 3) Tags_will revert after reading mail

- 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 dummy variables which increase probability of lead conversion include:

- 4) Tags_closed by horizon
- 5) Tags_lost to EINS
- 6) Tags_will revert after reading mail

- 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. They should be focused on following up with leads which have high lead conversion score. These include.

- 1) Working professionals who are categorized as management professionals.
- 2) Lead who are spending lot of time on website and are coming back frequently.
- 3) Lead which came through sources such as welingak website and direct traffic.
- 4) They should also spend time in classifying and making a list of potential leads with high conversion probability in order to better manage work flow in sales team.

- 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.**

Ans. The company should focus more on sending automated Emails, chat bots and SMS texts. Through Exploratory data analysis it is found that leads who reply to emails and texts have higher lead score and only leads which revert back to emails may need further pursue including phone calls. So, this reduces number of phone calls that need to do, and sales team can focus on some new works.