

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

Answer:

- a. **Tags:** By looking into tags, whether the customer would revert after reading email, whether he/she has mentioned no interest etc. is a good parameter that contribute most towards the probability of a lead getting converted
- b. **Lead Origin:** Including API, Landing Page Submission, etc. is a potential parameter in contributing towards the probability of leads getting converted.
- c. **Last Activity :** Last activity performed by the customer including Email Opened, Olark Chat Conversation, etc. proves to be good contributor towards the probability of a lead getting converted

So, above are the top three variables in the 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?

Answer: **Tags_Closed by Horizzon**
 Tags_Lost to EINS
 Tags_Will revert after reading the email

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.

Answer: a) They should reach out to the leads with
 -Tags_Closed by Horizzon
 -Tags_Lost to EINS
 -Tags_Will revert after reading the email
 through calls as they have high probability of conversion as per our model.
b) Also the new interns should focus more closely on 3 variables of the leads;
Tags, Lead of Origin and Last Activity, as these variables have major
contribution towards leads conversion according to our model.

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

Answer: At this time inters should focus only on the leads with $\text{Converted_Prob} > 0.29$ (cut-off probability), as these are hot leads with recall of 92.48%.