

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

Ans : Lead Origin, Lead Source and Current Occupation are the top 3 Variables in our model.

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 : There are three top dummy variables that should be focused on increasing the probability. They are Lost to EINS , Closed by horizon, will revert after reading the 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 :

- **Should increase the conversion rates for categories which generates more leads.**
 - **2. Based on varying business needs, modify the probability threshold value for identifying potential leads.**
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 hand all the information via mail as it was the best thing to reduce rates of unwanted phone calls and cost cutting,