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

Ans. The top 3 variables contributing to the most to lead conversion are:

1. Tags_Closed by Horizzon with coefficient of 7.53
2. Tags_Lost to ENIS with coefficient of 5.96
3. Lead Source_Welingak Website with coefficient of 4.97

- 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. Company should focus on are 1. Tags_Closed by Horizzon
2. Tags_Will revert after reading the email
3. Last Activity_SMS Sent

- 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. Company should call leads that spend a lot of time on the website, are working professionals, are active via Email and SMS, leads that are sourced via Welingak Website and leads that are from Mumbai.

- 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. Company should only contact leads that have a high lead score, only contact leads via SMS and Emails and keep conversation brief, ignore inactive leads.