

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

- **Tags_Will revert after reading the email**

People who are actually interested reverts after reading the email

- **Lead Source_Welingak Website**

They are high converting leads

- **Last Notable Activity_SMS Sent:**

Is an important factor that the lead is interested

→ 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?

- **Tags_Busy**

- **Tags_Closed by Horizzon**

- **Tags_Lost to EINS**

→ 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.

- **Targeting the leads that spend a lot of time on X-Education website**

- **Target leads that repeatedly visit the site (Page Views Per Visit). They might be comparing the courses. So the interns should ensure competitive points where X-Education is better than others.**

- **Targeting leads that have come through Referrals as they have a higher probability of converting as they are already convinced.**

- **Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education.**

→ 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 this time the team can focus on high converting leads such as working professionals who want to specialize. As as they want a salary hike or perform better at the current job they can be easily converted
- Avoid students and unemployed as they need much work to convert.