

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

Tags and Lead Source and What is your current occupation are the top 3 variables 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?

Country and What matters most to you in choosing a course and Last Notable Activity are the 3 variables which should be focused for the most 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.

From the curve above, 0.4 is the optimum point to take it as a cut off probability and at this point the accuracy is great, so it means that the probability of converting is high, and we should make calls or email based on the customers preference.

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.

During this time, company can reach out to customer in bulk email strategy or company interns can reach out to leads in person.