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

ANS:

The top three variables of my model which contribute most towards the probability of a lead getting converted are as follow:

1) **Tags_Closed by Horizzon**: has the highest positive impact on lead conversion.

2) **Tags_Lost to EINS**: is the second most influential variable, also with a strong positive impact.

3) **Tags_Will revert after reading the email**: is the third most impactful variable, indicating a significant likelihood of conversion when this tag is present.

These variables should be focused on to increase the probability of lead conversion effectively.

Q.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:

The top three variables of my model which contribute most towards the probability of a lead getting converted are as follow:

4) **Tags_Closed by Horizzon**: has the highest positive impact on lead conversion.

5) **Tags_Lost to EINS**: is the second most influential variable, also with a strong positive impact.

6) **Tags_Will revert after reading the email**: is the third most impactful variable, indicating a significant likelihood of conversion when this tag is present.

These variables should be focused on to increase the probability of lead conversion effectively.

Q.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:

During the 2-month intern hiring period, X Education should:

1. **Target High-Engagement Leads:**
   - High Website Engagement: Focus on leads spending significant time on the website.
   - Frequent Website Visits: Prioritize leads who visit repeatedly.

2. **Leverage Effective Communication Channels:**
   - SMS and Olark Chat: Target leads whose last activity was via SMS or Olark chat for phone calls.
   - Prompt Follow-Ups: Ensure timely and personalized follow-ups.

3. **Focus on High-Conversion Tags:**
   - Tags_Closed by Horizzon: Prioritize these leads.
   - Tags_Lost to EINS and Tags_Will revert after reading the email: Give these tags high attention.

4. **Prioritize Working Professionals:**
   - Focus on this demographic if indicated by the model.

By targeting high-engagement leads, leveraging effective communication channels, focusing on high-conversion tags, and prioritizing working professionals, X Education can maximize lead conversions during this period.

Q.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:
Suggested Strategy for Minimizing Unnecessary Phone Calls:

When the company reaches its quarterly target early and wants to minimize unnecessary phone calls, the sales team should:

1. **Prioritize High-Probability Leads:**
   - Only make phone calls to leads with a very high likelihood of conversion based on model predictions.
2. **Leverage Automated Communication:**
   - Use automated emails and SMS to engage leads. This reduces the need for phone calls while maintaining contact.

3. **Utilize Digital Channels:**
   - Focus on nurturing leads through digital channels such as targeted email campaigns and social media interactions.

By prioritizing high-probability leads and leveraging automated communication, the company can minimize unnecessary phone calls and efficiently manage its resources.