

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

**Ans.** Following are the variables which contribute most towards the probability of a lead getting converted.

1. Lead Source
2. Last Activity
3. Lead Origin

All the three variables are having positive higher coefficient.

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.**

1. Tags\_Closed by Horizzon
2. Tags\_Lost to EINS
3. Tags\_Will revert after reading the email

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.** Our model has 92% accuracy. In order to get lead conversion more aggressive we have to focus on:

1. The leads having Tags variable value,
  - a. Closed by Horizzon
  - b. Lost to EINS
  - c. Will revert after reading the email.
4. The Lead having source 'Welingak Website' or 'Olark Chat'.
5. The lead's last activity is SMS Sent.
6. The leads spending more time on the website.

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.**

1. In order to avoid useless calls company can focus on the SMS or emails
2. And if calling is required company will focus on the strategy explain in question number 3 and do not focus on dummy variable
  - a. Last Notable Activity\_Modified
  - b. Tags\_Interested in other courses
  - c. Tags\_Interested in full time MBA
  - d. Tags\_Not doing further education
  - e. Tags\_Already a student
  - f. Tags\_Ringing
  - g. Tags\_switched off