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

The top three variables in our model which contributes most towards the probability of a lead getting converted are as follows:

-Tags

-Lead Origin

-Last Notable Activity

1. 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?

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 are as follows:

-Tags: Closed by Horizzon

-Tags: Lost to EINS

-Lead Origin: Lead Add Form

1. 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.

The following two strategies that the organization can follow in order to make the lead conversion more aggressive.

* + All those potential leads that our model predicted(value = 1) below the threshold boundary of 0.3 can be phoned as the model shows that these leads have the potential to be converted. They can pay more focus on those leads whose assigned lead score is anywhere between 40 and 100.
  + The organization can pay extra attention on all those leads that selected various options under attributes like Tags\_Will revert after reading the mail,last\_notable\_activity\_Email bounced,occupation\_working professionals,Total time spent on website.

1. 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.

Since the organization has already met the target and wants to minimize the operational cost by avoiding unnecessary phone calls, they can employ the following strategy:

* + All those potential leads that our model predicted(value = 1) below the threshold boundary of 0.8 shall not be phoned as the model shows that these leads have lesser potential to be converted. Only those leads shall be contacted whose assigned lead score is within the threshold value of 95 to 100.
  + The organization shall try and avoid those leads who have selected various options under attributes like Tags\_Ringing,last\_activity\_Olark Chat conversation,

Tags\_Switched off.