

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

Ans - Tags\_Closed by Horizzon, Tags\_Lost to EINS Tags\_Will revert after reading the email are the top three features which helped predicting which leads would convert into paying customers, which means leads whose current status is Closed by Horizzon or Lost to EINS or Will revert after reading the email are most likely to get converted to paying customers.

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 – Education company can focus more on lead whose source is

1. Welingak Website
2. Current status was 'Busy' and
3. last notable activity was 'sms sent'.

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 – X education company can focus more on leads –

- Who came through reference, leads who came through reference had highest conversion rate amount all lead\_source categories.
- Who visited website multiple times or spent more time on it as they might have shortlisted the courses and trying to finalize.
- Who are unemployed/working professional – Unemployed category has the maximum chances of conversion among all other occupations.

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 – Company can avoid calling leads –

- Who are already a student or not interested in higher education
- Who did not mention their specialization. This category had the lowest conversion rate.
- Who did not mention their occupation, students, businessmen and housewives as these have very low conversion rate.

Overall Company can avoid calling leads who have not mentioned their details properly. they might be enquiring casually and not interested in joining the course , so they didn't fill all details.