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

Tags\_Closed by Horizzon, Tags\_Lost to EINS and Tags\_Will revert after reading the email

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?**

Tags, Lead Source and Last Activity

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.**

As the model predicts high probability of conversion with the lead score ranging between 0 to 100 and 100 is the high probability, these candidates should be given top most priority and contact them based on the lead score. Try to contact people with Conversion\_score 50 to 100 in the initial levels and rest later.

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.**

Once target is achieved, sales team should focus on finding what helped them achieving target so early (learn from their experience). Can develop future strategy to attract more students for the course with less expenditure. Based on the experience, should target their efforts in the direction where they can achieve same or better results in the coming quarters.

Ex: If online advertisement is providing more exposure to the candidates at lesser price, should opt for such methods. In lead scoring analysis, Asymmetrique Activity Score is one such criteria to decide.