

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 in our model which contribute most towards the probability of a lead getting converted are-

- a. Tags\_Closed by Horizon
- b. Tags\_Lost to EINS
- c. Tags\_Will revert after reading the email

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 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are-

- a. Tags\_Closed by Horizon
- b. Tags\_Lost to EINS
- c. 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. A good strategy that they should employ at this stage would be to contact the customers-

- a. sourced through Welingak Website and Reference
- b. whose last activity performed is SMS Sent
- c. tagged as Closed by Horizon, Lost to EINS, Will revert after reading email and also those who have not been assigned Tags yet
- d. who choose to get an email
- e. having specialization in various Management roles.
- f. who are working professionals
- g. who spend 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. A good strategy that they should employ at this stage to minimize the rate of useless phone calls would be to avoid contacting customers -

- a. Who have not specified their occupation
- b. Tagged as Ringing or switched off
- c. Whose Last Notable Activity is Modified
- d. Who have chosen not to receive an email