

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

Answer: The top three variables contributing to lead conversion are:

1. Lead Source_Welingak Website
2. Last Activity_SMS Sent
3. Tags_Closed by Horizzon

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?

Answer: The top three categorical/dummy variables to focus on are:

1. Last Activity (especially SMS Sent)
2. Tags (Closed by Horizzon, Will revert after reading the email, etc.)
3. Lead Source (Welingak Website)

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.

Answer: During the intern period, X Education should adopt an aggressive calling strategy. Steps include:

1. Prioritizing leads with a high conversion probability based on the lead score.
2. Focusing on leads with 'Ringling' or 'Will revert after reading the email' tags.
3. Assigning interns to follow up on high-quality leads multiple times to increase conversion chances.

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.

Answer: To minimize unnecessary phone calls when targets are met early, X Education should:

1. Focus only on leads with the highest probability of conversion.
2. Avoid calling leads with 'Wrong number given' or 'Switched off' tags.
3. Utilize email and SMS campaigns instead of direct calls to nurture lower-priority leads.