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

Ans. These are the top 3 variables based on the coefficient values of the model Tags\_Closed by Horizzon, Lead Source\_Welingak Website, Tags\_Lost to EINS

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?

Ans.

* Tags\_Closed by Horizzon and Tags\_Lost to EINS – When the customer is declined or unable to join Horizzon/EINS, They are most likely to get converted in X Education.
* Lead Source\_Welingak Website – customers who landed on X Education website after getting redirected from Welingak website are likely to get converted.

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.

Ans. A Suggested strategy would be to :

* Contact people who spent more time on X Education website and / Or redirected from Welingak website.
* Avoid contacting repeatedly to the people whose phones where switched off during call or keeps on ringing without answering
* Avoid contacting people who has not mentioned their occupation

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.

Ans.

* Automated mails and SMS can be implemented inorder to avoid unncessary callings.
* Spend more on Website redirections on ads, to increase the total time spent on the website