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

   a. The top 3 variables that contribute most towards the probability of a lead getting converted are:
      i. Tags_Lost to EINS
      ii. Tags_Closed by Horizzon
      iii. 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?

   a. 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:
      i. What is your current occupation_Working Professional
      ii. Lead Source_Welingak Website
      iii. Last Notable Activity_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.

   a. A good strategy to increase the number of sales and reaching out to a majority of people would be to focus on key areas only. The team should be focusing on leads where the source is Welingak Website, they should be focusing more on Working Professionals since the conversion rate is much higher in these cases. The team should be focusing on people who have said that they will revert after reading the mail. The calling team should also focus on the Leads that are generated from the Leads Add Form (Lead origin is Lead Add Form). The Leads Quality which is marked as Not Sure and Worst should not be focused at. Avoid contact at Invalid Numbers.

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.

   a. The sales team can then focus on sending out emailers and SMS to the prospects where the Leads Quality is not mentioned Worst or Not Sure. The team should focus on prospects where the last notable activity is SMS Sent. It is

pretty obvious from the initial analysis that people who have said that they will revert after reading the mail are more likely to convert so they should be heavily targeted via email campaigns. Mails which will be around the lines of "Better Career Prospects will be performing better than others. From the analysis we can also note that in Last Activity where the prospects have opened the email, they are more likely to convert. So, to sum it up we can say that email marketing and SMS marketing will be a good strategy to employ at this stage.