

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

Ans – Top three variables that contribute the most in lead conversion are -

- a. Tags
- b. Lead Source
- c. Lead Quality

- 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 – Top 3 Dummy variables that increase the probability of conversion are -

- i. Tags_Lost to EINS
- ii. Tags_Closed by Horizzon
- iii. 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.**

Ans – Because the variable 'Tag' has the highest predictive power in the logistic regression model, using it as a starting point for finding new clients is the ideal method. In the tags variable, some specific tags have the most predictive power, suggesting that customers with these tags have a higher chance of conversion. For example, 1) Lost to EINS, 2) Closed by Horizzon, 3) Will revert after reading the email - have the most predictive power, implying that customers with these tags have a higher chance of conversion. Aside from the 'tag' variable, other variables such as 'Total Time Spent on Website', 'Last Activity', and 'Lead Source' boost the likelihood of lead conversion. As a result, in order to improve the quality of client selection, the organization should concentrate on these four variables.

- 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 – There are certain variables reduce the probability of lead conversion. Those are -

- 1) Tags [switched off, invalid number, Ringing]
- 2) Lead Quality [worst]

3) Asymmetrique Activity Index [low]

4) What matters most to you in choosing a course [Missing].

If the entity wants to minimize the dropouts, entity should ignore leads with variables having these tags/ domain values.