

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 contributing to the model are:

- i. **Tags\_Closed by Horizzon**
- ii. **Tags\_Lost to EINS**
- iii. **Tags\_Will revert after reading the email**

As they have the highest coefficient values as per our model

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 Variables to focus on are:

- i. **Lead Quality\_Worst**
- ii. **Lead Quality\_Not Sure**
- iii. **Tags\_Switched Off**

As they have the Lowest coefficients as per our model

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) No, It is not a good strategy to employ interns at this stage, Since we need our sales team to be aggressive, employing interns at this point would be distracting them of the main task, as their attention would be divided. We can employ interns during periods where there is a not much aggression.

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) During These times, we can work on trying to upgrade the quality of the lead, as most leads are Not Sure quality types. Also we can figure out new methods to introduce our Courses via other means/Sites. Also we can look into adding courses of relevance to candidates if possible.