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

**Answer**: The top 3 variables in the model are:

1. Tags
2. What is your current occupation
3. Lead Source
4. 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 3 categorical/dummy variables in the model are:

1. 0.6311 (Tags\_Lost to EINS)
2. 0.5537 (Tags\_Closed by Horizon)
3. -0.5211 (Tags\_wrong number given)
4. 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:**

1. Since more conversions is important and 10 interns can be employed just for this task, they can firstly let the Machine Learning team know about this and in turn that team can reduce the cutoff for classification so that more number of probable people can be added in the list.
2. More emphasis must be added to leads with tags such as Lost to EINS, closed by the Horizon or will revert after reading the mail.
3. Also maximum focus amongst the Current occupation must be unemployed people and X education must start placement drives as well.
4. They musy focus on leads whose last activities might involve sending SMS es to them.
5. 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:**

1. In such a case, where optimum conversion is necessary with minimum calls, they can firstly let the Machine Learning team know about this and in turn that team can increase the cutoff for classification so that more number of probable people can be added in the list.
2. More emphasis must be given on scheduling emails to be sent by an automation tool like selenium or everyday scheduler can be used. Same procedure can be applied for sending SMSes using services like Way2SMS but more sophisticated.