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

1. tags\_Lost to EINS
2. tags\_Closed by Horizon
3. tags\_Will revert after reading the email

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?
2. tags
3. lead\_quality
4. occupation
5. 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.

The customers having any of the values should be called as much as possible -

tags ( Busy, Closed by Horizon, Will revert after reading the email, Lost to EINS )

lead\_quality ( High in Relevance, Low in Relevance)

lead\_source (Welingak Website)

lead\_profile (Other Leads)

last\_activity (Others, SMS Sent)

occupation (Working Professional)

last\_notable\_activity (Modified)

aai (03.LOW)

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.

All the customers with their tags values (Lost to EINS, Closed by Horizon, Will revert after reading the email), lead quality values (High in Relevance) and occupation as Working professional should be called as much as possible.