

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

a. **Answer:**

- i. **Tags\_Closed by Horizzon**
- ii. **Tags\_Lost to EINS**
- iii. **Tag\_We 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. **Answer:**

- i. **Tags\_wrong number given**
- ii. **- Tag\_switched off**
- iii. **- Tag\_invalid number**

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. **Answer: There several ways that lead can be converted but one of the most important would be follow up using messages, calls, emails or even demo lectures. Then after this further pursual can be done by keeping tracks of what customer requirement was during previous discussion and fulfilling them. Also provide some incentive if registration is done within stipulated time period.**

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. **Answer: During some analysis or after building model, team can recognize customer who are not much interested viz people who said "MIGHT BE or WORST, then these people need not to be attended again. Moreover if there are people who mentioned DO NOT EMAIL need not to be attended**