

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

The top three variables in your model which contribute most are –

| S. No. | Variables | Co-efficient |
|--------|--|--------------|
| 1 | LeadOrigin_Lead Add Form | 3.9816 |
| 2 | CurrentOccupation_Working Professional | 3.9147 |
| 3 | CurrentOccupation_Others | 2.1206 |

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?

The top 3 categorical/dummy variables in the model which should be focused the most are-

| S. No. | Variables | Co-efficient |
|--------|--|--------------|
| 1 | LeadOrigin_Lead Add Form | 3.9816 |
| 2 | CurrentOccupation_Working Professional | 3.9147 |
| 3 | CurrentOccupation_Others | 2.1206 |

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.

As the company has sufficient time and resources to work in the sales team, their focus can be laid on the leads that have lead score above 30 and predicted as 1. After this, the company can target on leads with low lead score for improving the overall conversion rate.

Using the predictive machine learning model, the company can focus on the features with high coefficients to approach the prospective leads.

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.

If the company reaches its target for the quarter before the deadline but still are left with prospective leads for conversion, using the lead score their sales team should focus on the hot leads that have high conversion rate. This will help minimize the rate of placing unnecessary phone calls. The company should primarily target leads with score more than 70.