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

Ans - The top three variables in your model which contribute most towards the probability of a lead getting converted

* Tags\_Lost to EINS (Coefficient factor = 9.645545)
* Tags\_Closed by Horizzon (Coefficient factor = 8.710178)
* Lead Quality\_Worst (Coefficient factor =--3.964046)

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?

Ans - 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

* Tags\_Lost to EINS (Coefficient factor = 9.645545)
* Tags\_Closed by Horizzon (Coefficient factor = 8.710178)
* Lead Quality\_Worst (Coefficient factor =--3.964046)

1. 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.

Ans – Phone calls needs to be made to below options.

* Use A/B testing and make website more interesting
* Calls made to those who spends more time on the web.
* Frequent visitors.
* They should be working professionals.
* There last activity should be through SMS.

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.

Ans – The focus needs to be more on online methods instead of voice like automated email, text except in urgent requirements. This strategy should be used with high hot lead customers.