

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

Following are the top three variables in our model which contribute most towards the probability of a lead getting converted,

- Lead Source
- Tags
- Last Activity

- 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?**

Following are the top 3 categorical/dummy variables in our model,

- Lead Source with label Welingak Website
- Tags with label Closed by Horizzon
- Last Activity with label SMS Sent

- 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.**

To make lead conversion more aggressive during the period of hiring interns, X Education could employ a number of strategies,

One effective strategy could be to reach out to potential leads with a multi-channel approach that combines phone calls with other means of communication like email, text messaging, and social media could be a successful tactic. This would increase the likelihood of getting in touch with them and turning them into customers.

Another important strategy would be to prioritize the leads most likely to convert, based on the model we have provided. This would help ensure that the sales team is focusing their efforts on the most promising leads and maximizing their chances of conversion.

Finally, X Education could consider incentivizing the interns by offering bonuses or other rewards for successful conversions. This would help them motivate to work harder and more effectively and could result in higher conversion rates.

- 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.**

One strategy that the company could employ to minimize the rate of useless phone calls during this period is to prioritize communication through email or other written forms of communication. By doing so, the sales team can better manage their time and respond to inquiries and requests in a more structured and efficient manner.

Another strategy could be to provide the sales team with additional training or resources during this time, such as access to new sales tools or information about emerging trends or opportunities in the industry. This would help keep the team engaged and motivated, while also helping them to identify and pursue new opportunities for the company.