

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

Ans- The Top 3 Variables are-

- i) Tags_Closed by Horizon
- ii) Tags_Will revert after reading the email
- iii) Lead Source_Welingak Website

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?

Ans- The Top 3 Variables which should be focused more are-

- i) Tags_Closed by Horizon
- ii) Tags_Will revert after reading the email
- iii) Lead Source_Welingak Website

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.

Ans- At this stage a good strategy will be -

- i) Follow Up those customers aggressively which are coming under "Tags Closed By Horizon" and who will revert back after reading the email.
- ii) To reach out to the leads coming from Welingak website and Olark Chat as a priority.

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.

Ans- In order to reduce the rate of useless phone calls, the following strategy can be implemented-

- i) Only reach out to those customers who have the highest potential of getting converted as per the model.

ii) For the rest of the customers who have not been contacted and the model is showing less chances of conversion, we can send an automated email and if anyone replies, the sales team can follow it up.