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

Ans: 'Tags\_Lost to EINS', 'Tags\_Ringing', 'Tags\_Will revert after reading the email'

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: ‘Tags\_Lost to EINS’, ‘Tags\_Closed by Horizzon’, ‘Lead Quality\_Worst’

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: During the internship period when the company wants to aggressively convert potential leads, they can employ the following strategy:

* Utilize the model's predictions to prioritize leads with a high probability of conversion (predicted as 1 by the model).
* Allocate the interns to focus specifically on contacting these high-potential leads via phone calls.
* Ensure that the interns are well-trained and equipped with persuasive communication skills to effectively convert leads into customers.
* Implement a follow-up system to ensure consistent communication with leads until conversion.

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: During the time when the company aims to minimize useless phone calls after reaching their quarterly target, they can implement the following strategy:

* Utilize the model's predictions to identify leads with a lower probability of conversion (predicted as 0 by the model).
* Prioritize leads that are more likely to convert based on the model's predictions.
* Reduce the frequency of phone calls to leads with a lower probability of conversion and focus more on alternative communication channels such as emails or targeted online advertisements.
* Allocate sales team resources towards exploring new opportunities or developing strategies for future growth and expansion.
* Implement a system to track and analyze the effectiveness of different communication channels and adjust strategies accordingly.