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

A.Tags_Lost to EINS
B.Tags_Closed by Horizzon
C.Tags_Will revert after reading the email

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?

A.Tags_Lost to EINS
B.Tags_Closed by Horizzon
C.Tags_Will revert after reading the email

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer: Lower threshold value for Conversion Probability should be chosen. Hence a very high value of the Sensitivity rating is ensured which in turn will make sure almost all leads that are likely to Convert are identified correctly.

We would suggest more following strategies:

A. Need to focus more on generating more leads from Lead Add Form while improving lead conversion of API and Landing Page Submission origin
B. Leads sources Welingak Website and Olark Chat have higher conversion rates so they should be contacted on priority.
C. Need to focus more on generating more leads from reference and welingak website while improving lead conversion of olark chat, organic search, direct traffic, and google .
D. Leads who spend more time on the website have higher conversion rates hence should be contacted on top priority
E. Students ,unemployed leads have lower conversion rates so it should be taken as low priority.
F. Leads should be followed once Last Notable Activity is 'SMS Sent' and their Tag is 'Will revert after reading the email'
G. Working Professionals have higher conversion rates so they should be contacted on priority. Also leads Lead Quality as Worst should be the last to be contacted

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.

Answer: As the company's aim is to not make phone calls as target for a quarter before the deadline has been achieved so if it is extremely necessary then 'Total Visits' can be increased by advertising etc. as it helps in higher conversion This would allow us to avoid the useless calls to uninterested customers.We will choose a higher threshold value for Conversion Probability. Also clearly here, to focus on some new work ,the team should try to focus on the Students and Unemployed segment as they are in need of better employment so the same would help the company in achieving higher conversion in the coming quarters .