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

Answer 1: Following are the top three variables

* + Tags
  + Lead Origin
  + Total Time Spend on Website

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?

Answer 2: Following are the top categorical three variables

* + Tags\_ringing (strong negative correlation)
  + Lead Origin\_lead Add Form
  + What is your current occupation\_working Professional

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.

Answer 3: Sales should contact candidates on the following cases:

* + Candidates who spend most time on the website
  + Candidates who enquire by filling the Add form
  + Candidates who are working professionals
  + Candidates who ‘revert after reading emails’

There is also finding about the strong negative correlations, so sales should avoid calling to those candidates who are

* + Ringing with no response
  + Interested in other courses
  + No email bounced

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.

Answer 4: Sales team should focus on creative ways to reach customers such as automated emails. Add more inputs like adding proper tag category so that it will be useful in model building. For example duration of the call, tone of the response in the email etc.,