

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

The top three variables that contribute most towards the lead getting converted are

1. Lead Origin
2. Last Activity
3. What is your current occupation

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?

The top 3 dummy categorical/dummy variables in the model we should focus on are

1. Lead Origin
2. Lead Source
3. Last Activity

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.

The best strategy that needs to be followed is starting to make calls to the working professionals as they are more likely to pay for the course, if the course looks promising. They have a source of income which is an advantage to convert them to leads.

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.

The strategy they should employ at this stage by not making calls to the customers is, focusing on the employees who have sms sent and filter them as they are more lead converting customers.