

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

Below are the top 3 categorical variables in my model:

- Tags,
- Lead Source
- 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?**

Below are the top 3 categorical/dummy variables that should be focused the most on in order to increase the probability of lead conversion in my model:

- Tags\_Lost to EINS: Leads that have been assigned Tags as 'EINS' have the most probability of conversion.
- Tags\_Closed by Horizzon: Leads that have been assigned Tags as 'Closed by Horizzon' have the most probability of conversion.
- Lead Source\_Welingak Website: Leads that have been assigned Lead Source as 'Welingak Website' have the most probability of conversion.

**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.**

Strategy should be as follows:

- Should focus on wider set of lead audience (Include slightly lower conversion probable leads)
- Basically, need to generate new set of leads by changing (moving down) the value of cut off probability in order to include more leads as hot leads from our model.
- By doing so, we can utilize better way of resources and improving chance of converting leads whose lead conversion probability might be low as well.

**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.**

Strategy should be as follows:

- Should focus on narrower set of lead audience (discard slightly lower conversion probable leads)

- Basically, need to generate new set of leads by changing (moving up) the value of cut off probability in order to discard lower conversion rate probable leads from our model.
- By doing so, we are doing minimal effort and still be getting fair conversions.