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

   Answer: The variables which contributes the most towards the probability of a lead getting converted would include both kind of variables having a positive and a negative impact on the target variable. Thus, the top three variables from our original data that contributes the most towards the model prediction would be:
   - **Tags**
   - **Lead Source**
   - **Lead Quality**

   Note: "Tags" have a set of categories including (Tags_Closed by Horizzon, Tags_Interested in full time MBA, Tags_Interested in other courses, Tags_Lost to EINS, Tags_Not doing further education, Tags_Ringing, Tags_Will revert after reading the email, Tags_invalid number, Tags_opp hangup, Tags_switched off). Each of them shares a significant coefficient value towards the model prediction.

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?

   Answer: Following 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:
   - **Tags_Closed by Horizzon (Positive imapact)**
   - **Tags_Lost to EINS (Positive impact)**
   - **Tags_switched off (Negative impact)**

   Note: Here, **Tags_Closed by Horizzon** refers to a tag assigned to the leads which are closed by horizzon and these leads are more likely to be converted, **Tags_Lost to EINS** is a tag assigned to those leads which are lost to the competitor company **EINS** which also has a high chance of conversion and **Tags_switched off** is a tag assigned to those leads which are now switched off or when the lead doesn't allow us to reach them which on the other hand has the least chance 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.

   Answer: The Company has a dedicated group of 10 interns on top of the tenured executives for this work for a period of two months. They have ample amount of time & resources with them, so they should keep their aggressive approach to reach all the potential leads, but with that they should also focus on the leads which have a low probability of conversion to improve their overall lead conversion rate. Focusing more on leads showing lower conversion rate will help in improving overall conversion.

Since the prediction accuracy of our model is already looking great, the above approach is possible by taking the following measures:

- They should deploy their veteran sales executives for the leads which are having the low probability during the given two months period, which will ensure the company's best efforts to convert the low probable leads.
- They can deploy the newly hired interns towards their best leads (which already have a high probability of conversion) since a less aggressive approach towards those leads would also have a good chance of conversion.

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: Considering the company has already achieved the target for a quarter and the deadline is yet to arrive, the company wants to reduce down the number of phone calls unless it's an emergency. So, it is of utmost importance that it concentrates more on hot leads that have been predicted with the highest probability of getting converted. Prioritization can be done on the basis of lead score. Leads that have more than 80% of lead score can be targeted.

   They can prioritize to focus more on other methods like automated emails and SMS for the specified hot leads above. This way calling won't be required unless it is an emergency.

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