

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 values that contribute the most towards the probability of a lead getting converted are:

- Closed by Horizzon - This variable is derived from the "Tags" column in the dataset and has the highest influence on our model.
- Will revert after reading the email - This variable is also derived from the "Tags" column in our dataset and has the second highest influence on the model.
- Welingak Website - This is a variable from the "Lead Source" column in the original dataset has the third highest influence on our model.

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 three categorical/dummy variables that should be focused on the most for increasing the probability of a lead getting converted are the same as those that influence our models the most. They are:

- Closed by Horizzon - This variable is derived from the "Tags" column in the dataset and has the highest influence on our model.
- Will revert after reading the email - This variable is also derived from the "Tags" column in our dataset and has the second highest influence on the model.
- Welingak Website - This is a variable from the "Lead Source" column in the original dataset has the third highest influence on our model.

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.**

During the period of 2 months every year when the sales team aggressively converts leads, they should mainly focus on those customers that have a lead score higher than 30 for a better conversion rate. The higher the lead score assigned to the customer by the model the better the chance the sales team could convert them as a certain lead. For almost certain lead conversions, leads with a lead score higher than 80 should strictly be targeted.

In case the model or lead score is unavailable, the team along with their interns should target:

- people who are working professionals and not those that are students or already pursuing some other course.
- Leads that have been sourced from “Welingak Website”.
- Leads that either have been tagged as “closed by Horizzon” or that have been tagged as “will revert after reading the email”.
- They could also look into leads whose lead quality is marked as “High in relevance” or leads whose lead origin is “Lead add form”
- Another positive indicator of a lead that has potential is by the time they spend on the website.

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.**

During this period, the company can focus the sales resources on those leads that have a lower potential of being converted by sending them SMSs or emails, especially for those that have asked not to be called or whose phones were either ringing or switched off.

This could also be a time to follow up with leads who were students the last time they were contacted and now are probably not and could possibly become future leads. At this time the sales team could also analyze their conversion rates based on their spending across different platforms and redistribute a bigger share of their funds towards avenues that have a possibility for generating more high-potential leads in the future and

decreasing the spending on platforms that do not provide higher quality leads.
This period could also be used to study competitors and their source of leads as well as new subject/course trends that students are preferring to update current courses and syllabi to keep attracting higher quality leads in the future.