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

1.Lead Source\_Welingak Website\_\_4.3909

2.Tags\_Closed by Horizzon\_\_5.7010  
 3.Tags\_Lost to EINS\_\_4.3704

* 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?

1.Lead Source\_Welingak Website\_\_4.3909

2.Tags\_Closed by Horizzon\_\_5.7010  
 3.Tags\_Lost to EINS\_\_4.3704

* 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 company needs to focus on leads from the following types of customers-

1. Lead Source\_Welingak Website

2. What is your current occupation\_Working Professional

3. Tags\_Closed by Horizzon

4. Tags\_Lost to EINS

5. Tags\_Will revert after reading the email

* 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.

Company can focus on hot leads that have a high conversion rate. Company can also take initiatives such as sending personalised SMS to customers that have a high probability of getting converted along with other approaches such as e-mails and newsletters.