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

    a. Lead Origin
    b. What is your current Occupation
    c. Lead Source

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?

    a. Lead Origin_Lead Add Form: 3.9669
    b. # Leads originating from the "Lead Add Form" are significantly more likely to convert. ✅✅
    c. What is your current occupation_Working Professional: 2.8070
    d. # Leads who are "Working Professionals" are significantly more likely to convert. ✅✅

    e. Lead Source_Welingak Website: 1.9442
    f. # Leads coming from "Welingak Website" are significantly more likely to convert. ✅✅

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.

    a. According to probability score of Leads sort and filter them and follow up more by prioritizing
    b. Interns should concentrate on top features selected by model i.e Lead Add form, working professionals, Welingak website, reaching unreachable notable leads, Sending SMS's, Target who spent more time on their website in the refined probable lead candidates
    c. Also considering negative predictors don't concentrate on Do Not Mail Opted leads, Email Bounced leads, already converted leads
    d. Also, from time to time re-evaluate the statistics i.e. checking conversion rate, taking feedback etc.

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.

    a. Instead of calling high probability leads, prioritize leads with the *lowest* predicted probabilities of conversion from the model.
    b. Do not email or call who opted for Do-not-email, Do-not-call
    c. Prioritizing emailing rather than calling