

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

Ans: Top 3 variables that the model predicts contribute most towards the probability of a lead getting converted are as below

- a. Tags_Lost to EINS
 - b. Tags_Closed by Horizon
 - c. Tags_Will revert after reading the email
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?

Ans: 3 categorical variables / dummy variables which should be focussed the most in order to increase the probability of lead conversion

- a. Tags
 - b. Lead Source
 - c. Last Notable Activity
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.

Ans : The interns should focus on the below leads to maximize the chances of converting the leads

- A. Leads which are likely to join other Educational Institutes. The model predict these to contribute the largest with a co-efficient of 10.
 - B. This can be followed by focussing on Tags_closed_by_Horizon with a co-efficient of 9.76
 - C. The interns can then also focus on **“Tags_Will revert after reading the email” (co-efficient of 4.69), Tags_Busy (3.56), “Lead Source_Welingak Website” (Co-efficient 3.187), Last Notable Activity_Had a Phone Conversation (co-efficient 3.167)**
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. The interns can possibly stay away from the below categories as they are likely to contribute negatively to the conversion probability, namely, “**Lead Profile_Select**” (co-eff -3.3623), “**Lead Profile_Student of SomeSchool**” (co-eff -2.761), “**Lead Quality_Worst**” (Co-eff -2.0925)