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

Answer 1 - The top three variables in our model which contributes more towards the probability of a lead getting converted are:

1. ***Occupation\_Working Professional***

* Positive Contribution
* This variable is very important because in today’s competitive world working professional want to upskill themselves in order to be ahead in career, so the conversion factor would be more.

1. ***Last Activity\_SMS Sent:***

* Positive Contribution
* Lead whose last activity is sms sent can be potential lead for company.

1. ***Occupation\_Unemployed:***

* Positive Contribution
* The lead whose Occupation is 'Unemployed' has a good conversion rate. May be in order to get employed they want to upskill themselves and based on which they can get a job.

1. **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 2. *Tags\_Interested in other courses*

*Tags\_Interested in full time MBA*

*Tags\_Graduation in progress*

These tags wherein they are interested in full Time MBA, or other courses or graduation

in progress are very important for the sales team to focus in order to

increase the probability of lead conversion.

1. **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 3. A good strategy can be

* 1. Target those leads who *Tags\_will revert after reading this email*, as they have a lot of potential for conversion.
  2. Targets came from the *last activity Sms sent* are a good potential, sales team should follow up aggressively and get the leads converted.
  3. *Working professional* also can be a good target and can lead to good conversion.

1. **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 4

* Donot focus on *Tags Ringing*- They might not be able to take the course
* Donot focus on *Tags \_already a Student* as they may not take the courses
* Donot Focus on *Tags\_not doing further education* as looks like they don’t want to pursue any education in nearest future.