

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

Following are the top variables that contribute towards the result.

1. **Total Time Spent on Website**
2. **Lead Source**
3. **Tags**

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 3 categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are as follows:

1. **Tags_Lost to EINS**
2. **Tags_closed by Horizon**
3. **Lead source_Welingak Website**

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.

From our analysis we found that, 0.3 was the optimal cut-off. Sensitivity increases below this optimal cut off value. The interns should be asked to contact leads who have a conversion probability of 0.3 or more.

This will ensure a higher conversion rate with optimum use of resource.

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.

Accuracy is highest with cut off value of 0.5. Hence company can target those leads with a conversion probability of 0.5 or more. This will give them a better chance of minimizing useless phone calls.

Also, the company can employ automating SMS or email blast at regular intervals.