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

   The top 3 variables which have positive co-efficient are:
   ➢ Tags – Closed by Horizzon
   ➢ Tags – Lost to EINS
   ➢ Tags – will revert after reading the email
   If we want the top 3 features, then the below:
   ➢ Tags
   ➢ Lead Source
   ➢ Last Notable Activity

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 variables would be:
   ➢ Tags – Closed by Horizzon
   ➢ Tags – Lost to EINS
   ➢ Tags – will revert after reading the email
   However there are other correlated variables, which would make a better sense in regards to follow up:
   ➢ Working Professionals
   ➢ Reference
   ➢ Lead Add Form

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.

   We have seen that if the probability cut off is dropped to 0.1 or 10%, the lead conversion percentage goes up to 99%, and that still eliminates 50% of the cold leads. For aggressive selling, the predictor should be adjusted to 0.1 and all predicted customers should be called.

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.

The other means of communication such as SMS and vendors such as Horizzon/Wellingak website have good conversion rate. During these times, the online advertisement can be increased to get more foot fall. Also, instead of phone calls, SMS can be opted for.

It is observed that most of the cold leads have incorrect number or do not answer the phone. An SMS or automated call could eliminate this problem to stake out leads.

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