

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

Ans: We see the magnitude of the coefficients in our final model to get this. Accordingly they are :

- a. Tags\_Will revert after reading the email
  - b. Tags\_Closed by Horizon
  - c. Tags\_Ringing
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: We see the magnitude of the dummy variable coefficients in our final model to get this. Accordingly they are :

- a. Tags\_Will revert after reading the email
  - b. Tags\_Closed by Horizon
  - c. Tags\_Ringing
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: Our solution would be like this. We will randomly sample and prepare 10 separate lists for the interns to eliminate any biasness that may arise from contacting people with specific conversion chance which would have negatively affected performance of some interns when performance evaluation. We will have list of people ranked in descending order by the lead score. Now we will try contacting the list from a top to bottom manner for each intern since top ones have more potential for converting and then work their way through from 100 to score 30.

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.

Ans: Any person in the threshold margin above 30 who have not converted can be contacted to try to get some conversion. Also since CEO's target was around 80 percent conversion rate so if conversion rates margin have not been met still we can again rank

leads in descending order of lead score and try calling them and ensuring some conversions to reach that desired conversion rate. This assumes some degree of effort estimation has been done. If the effort is too much for the small benefits it can bring this can be dropped.