

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

What is your current occupation\_Unemployed, Last Activity\_SMS Sent,  
Lead Source\_Social Media

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?

Do Not Email\_Yes, What is your current occupation\_Unemployed,  
Lead Source\_Facebook

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.

In such case the company must reduce the threshold values to as low as possible, if the lead score is less than the given threshold, then they don't need to make calls, but if the lead score is greater than the threshold, they must make calls to convert leads to possible subscription. For example, in this case we can set a threshold score of 5, any score greater than 5, they must target such leads. The team must target leads who are unemployed and try to explain all possible opportunities they get once they complete the course. Etc.

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.

This case is opposite to the above scenario, In such case the company must set a high threshold score, if the lead score is less than the given threshold, then they don't need to make calls, but if the lead score is greater than the threshold, they must make calls to convert leads to possible subscription. For example, in this case we can set a threshold score of 40, any score greater than 40, they must target such leads.