

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 in my model are :

- Tags_Will revert after reading the email
- Lead Origin_Other Forms
- Lead Source_Welingak Website

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 on in order to increase the probability of lead conversion are as stated below;

- Tags_Will revert after reading the email
- Lead Origin_Other Forms
- 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.

The strategy we would employ at this stage would be:

- To expand the horizon to wide set of audience i.e. to include slightly lower probable conversion leads
- This would mean to generate new set of leads by altering the cutoff as that we can include more leads as hot leads for our Logistic Regression Model
- By this process we would be able to utilize resources and improve the chance of converting more leads that have low probability of conversion.

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 strategy that they should employ at this stage would be:

- To reach back to previous batch active participants and chat with them and check what went well and what could have been better.
- To collate these review and study them to analyze what really works in cases of the education they provide.

- Doing so we now have the probability of conversion leads and we also have reviews and feedbacks (testimonies) that can help the sales team to convince the customer more confidently and help them achieve their targets in the future.