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

Lead Current Occupation

Last Activity

1. 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?
2. Lead Origin Lead Add Form

Lead Occupation Working Professional

Last Activity SMS sent

1. 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.
2. We should focus on wider set of customers who have slightly lower conversion rate

we can generate this new set of leads by altering the value of cutoff, to include more leads as the hot leads from model

1. 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.
2. We Can make phone calls to the narrow population of the top 25% of the potential leads from our model there by reducing the unnecessary calls

We can also send scheduled emails about the courses other 75% customers to keep in touch with them and focus on them only when we will hear back from them.