

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

Answer: Top three variable which contribute most towards the probability of a lead getting converted, which highest coefficient value are:

- Tags_Closed by Horizon
- Tags_Lost to EINS
- Tags_Will revert after reading the email

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?

Answer: Top 3 variables that have more chances of Lead conversion should be focus area in order to increase the probability of lead conversion, they are listed below:

- Tags_Closed by Horizon
- Tags_Lost to EINS
- Tags_Will revert after reading the email.

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.

Answer: For aggressive conversion in period of 2 months in order to have large leads conversion.
-Company must focus on **positive**(Customer with more conversion rate) area which contribute most towards lead conversion like:

-Tags_Closed by Horizon

-Tags_Lost to EINS



Sales team should reach to business person to understand population that are tagged as 'closed by Horizon' & 'Lost to EINS' so that sales person should reach out to this population to gain more conversion.

-Will revert after reading the email - Since 'Will revert after reading the email' have highest conversion rate, so sales company should focus more on calling this leads.

-Total Time Spent on Website - Leads who spend more time on website seems to be interested hence sales person should call them

-Lead Source_Welingak Website - Leads who are into 'Wekingak' website seems to be more interested hence sales guy should call them .

Since 2 months is enough time, so company must also focus on **negative** area(Customer with less conversion rate) as well which didn't have active leads conversion, in order to get overall benefits like:

-Tags_switched off
-Tags_Ringing

} Since switched off & Ringing have less conversion rate. So it seems that information has not been passed to customer , so sales person can also focus of this population to

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.

Answer: In order to minimize useless phone call , company can invest on below key area to have more lead conversion:

-Website Information:Maximize Website Information as 'Total Time Spent on Website' have high conversion, so company can focus on making the website more attractive with detailed information advertisements so that it attracts more leads.

-Welingak Website: Since 'Lead Source_Welingak Website have more conversion, so company should invest more into this website.

- Mail communication: Since 'Will revert after reading the email' have high conversion rate, so company must aim to send mails to large population like 'Unemployment' as it haave high conversion

- Mail over calls: Since 'Switched off' & 'Ringing' have low conversion. So company can focus on alternate ways like sending mail over unreachable population to have more conversion.