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

   Answer:

   Based on the final model, the top 3 features contributing significantly towards explaining the demand of the probability of a lead getting converted:

   1. Tags_Closed by Horizzon - with a coefficient value of '6.956559'
   2. Tags_Lost to EINS - with a coefficient value of '6.247952'
   3. Tags_Will revert after reading the email - with a coefficient value of '4.952850'

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:

   Same as mentioned above, with the help of coefficients.
   Based on the final model, the top 3 categorical/dummy variables contributing significantly towards explaining the demand of the probability of a lead getting converted:

   1. Tags_Closed by Horizzon - with a coefficient value of '6.956559'
   2. Tags_Lost to EINS - with a coefficient value of '6.247952'
   3. Tags_Will revert after reading the email - with a coefficient value of '4.952850'

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

   Answer:

   The sales team during the period of hiring 10 interns and wishing to make the lead conversion more aggressive can keep an eye out for leads with tags such as 'Closed by Horizzon', 'Lost to EINS', and 'Will revert after reading the email'. We can track Leads coming from Lead Source_Welingak Website or Last activity as SMS and also on customers who are Working Professionals. As these categories of customers are the potential leads.

   Other than this if the sales team wishes to go more aggressive than just the predicted conversion for the optimal threshold, they can go for the predicted values of cut-off under the

optimal threshold (like 0.2 cut-off), which could result in much more conversions.

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:

   The strategy for this scenario would be the vice-versa of the above case as we are trying to limit useless phone calls to customers. Since we have already achieved the target and this is additional work to improve the conversion, we can try to engage with a smaller number of people predicted as converted.

   This is possible when we use a high threshold value, say, above 0.7 or 0.8. The number of predicted conversions would be less in this case and hence the phone calls going would be limited. But the downside is we will be missing out on customers who would have converted but we didn't predict them right due to the high threshold.

   But as previously mentioned the X Educations sales team has achieved the target already and this is additional work for improving the conversion, so this downside should not stop the team.