

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

The top 3 features contributing significantly towards explaining the lead conversion

1. Tags_Closed by Horizzon
2. Lead Source_Welingak Website
3. Tags_Lost to EINS

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 variables that must be concentrated to increase the Lead COnversion are

1. Tags
2. Lead Source
3. Last Notable Activity

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.

As the leads predicted by the model depends on the cut-off selected, the business may take an appropriate call to lower the cut-off probability such that even leads that have slight chance for conversion are predicted by model as Hot-Leads. In this scenario we may have increased chance of False Positives but since the bandwidth available, the additional effort may lead to higher conversion rates

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.

From the Gain Chart we see that by contacting top 30% of the customers (sorted list of predicted probabilities) the Sales would ideally approach 80% of the prospective hot leads. From the model we can see that users who have not opted for Email

communication have less chances to be predicted as hot-leads and those that spent higher average time on Website and Lead Source as Welingak Website have higher conversion rate. So the business can email to these leads from the hot-leads identified by the model.