

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

**Ans:-**

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?**

**Ans:-**

Last Activity\_SMS Sent

Lead Origin\_Lead Add Form

Lead Source\_Olark Chat

**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.**

**Ans:-**

Below approach can be used to get convert non-potential leads to potential leads by utilising the extra 10 interns

- 10 interns can be used for follow up with categories of clients are that more likely from potential leads to leads
- This categories can include customers that like to engage on chat and email
- Assumption made for these approach is that interns have good communication skills and that are utilised to increase conversion of customers

**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.**

**Ans:-**

- As sales team has already completed the target, this means that they have already converted most of the potential leads to leads
- They can set up an communication email template for future clients
- Also they can distributed the customers by below categories for future
  1. New Customers
  2. First Meeting scheduled Customers
  3. Follow-up Customers
  4. Potential Customers
  5. Non-potential Probability Customers
  6. Lead