

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

The top three variables in our model which contribute most towards the probability of a lead getting converted are:

- Tags
- Lead Source
- Last Notable Activity

**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/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- Tags\_Closed by Horizzon
- 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.**

A good strategy to employ at this stage would be to call or follow up with leads with a lead score of 30+ and with the below categories:

- Tag assigned to a customer is any of the following
  - Closed by Horizzon
  - Lost to EINS
  - Will revert after reading the email
  - Busy
- Lead Source is Welingak Website
- Last Notable Activity performed by the customer is SMS Sent
- Lead Origin is Lead Add Form

Any customer with the above parameters is a very promising lead and is most likely to convert into paying customer. Hence, X Education should concentrate on such customers to make the lead conversion more aggressive

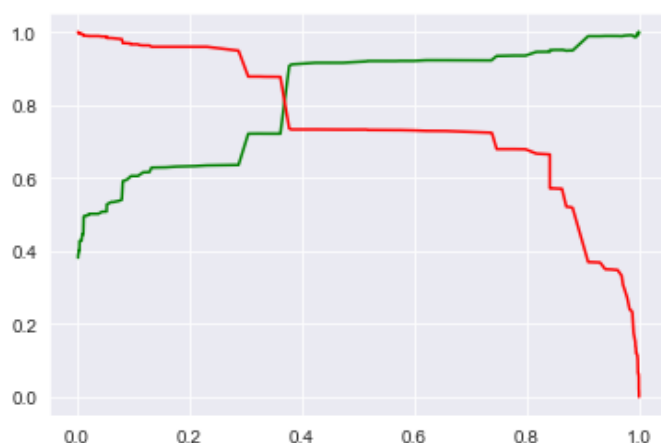
At the same time, they should not focus a lot of time on leads with below categories as they lower the chance of lead conversion:

- Tags assigned to a lead is Ringing
- Last Activity performed by the lead is any of the following
  - Olark Chat Conversation,
  - Email Bounced
- Lead Origin is Landing Page Submission
- Specialization is Not Specified by the lead
- Lead is Unemployed

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.**

The strategy to employ to minimize the rate of useless phone calls is to make sure only to call leads that have the maximum likelihood to convert. As such, we would like to increase the precision of the model even at the cost of recall being lower.

Let's look at our Precision recall curve from our model:



Here, the red line indicates Recall and the green line indicates Precision of the model.

As we can see, the strategy to employ here should be to call leads with a lead score above 90. This will make sure almost all the phone calls are to leads with the highest likelihood of being converted.