

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

On the basis of the coefficient the most impacting variables are:

- Tags
- What is your current occupation
- Last 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?

On the basis of the coefficient, the categorical variables in the model which should be focused on most are:

- Tags_Lost to EINS
- Tags_Will revert after reading the email
- What is your current occupation_Working Professional

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.

On the basis of the model, we can change the cutoff as per the business need. In the above situation with a lower cutoff value like 0.3-0.4, we can put many leads into the hot leads category and with the help of interns, we can connect with these leads and try to convert them.

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.

In this scenario, we can increase the cutoff to a higher value like 0.7-0.9. so that only the very hot leads which have a large lead score can be connected by the sales team only. This will help in reducing the number of useless calls and will improve the conversion rate significantly.