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

   **Ans**: Based on the co-efficients of the final model developed, the top three variables contributing the most towards probability of a lead getting converted are:
   1. Tags
   2. Lead Source
   3. 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?

   **Ans**: The three dummy variables that can help in increasing the probability of elad conversion are:
   4. Tags_Closed by Horizzon
   5. Tags_Lost to EINS
   6. 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.

   **Ans**: Based on the data provided, considering test data (30% - 2763 no. of customer records) as the actual case, the final model has predicted 1104 no. of customers as the lead converts. The Sales team should target these 1104 customers first who have the Tags assigned with values of [“Closed by Horizzon”, “Lost to EINS” and “Will revert after reading the email”]. Also, we can consider the top 3 variables [“Tags”, “Lead Source”, “Last Activity”] to see what values these 1104 customers for the variable and accordingly prioritize

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**: Based on the lead score assigned to each customer, the company can decide a lead score below which they can avoid calls to customers. For example, if company decides lead score cut-off of 25%, then any customers having lead score of less than 25% can be ignored and only customers above this value (and who were not predicted as ‘1’ by the model) can be approached