

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

Ans: The top three variables can be a bit subjective since numerical variables have their own correlation (Linear) but then we eliminated them as part of our Automated RFE, now the best three variables with maximum positive variable importance would be :

- Tags
  - The current status of the leads would really help judging the lead. In fact the top 6 variables are values of tags. But to be fair to other variables, we have mentioned next positive variables in the list.
- Lead Source
  - It involves the source from where the lead was identified. Welingak Website has a good positive impact.
- Last Activity
  - Last activity performed by the customer. In our case it's the SMS sent.

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 top categorical variable with highest variable importance being Tags, the best performing classes in this variable are :

- Tags \_Closed by Horizzon with variable importance of 8.
- Tags \_Lost to EINS with a variable importance of 6.6
- Tags \_Will revert after reading the email with the VI of 4.8

Hence its imperative for the team to regularly updated the status of the leads specially on the mentioned above three classes.

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: The best way to aggressively convert more leads is by constantly targeting/identifying/updating leads with the most important parameters and variables as found by our analysis and constant follow ups and updates made to the leads Tags and Last Notable Activity since they play a major role in identifying a lead score. The most important feature intern should look onto are :

- Tags \_Closed by Horizzon
- Tags \_Lost to EINS

- Tags \_Will revert after reading the email
- Lead Source from Welingak Website
- Last Activity SMS\_Sent.

And above all, interns should be trained in good communication skills and good people skills to make people aware about the program/generate curiosity in the program appropriately.

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 : At this Stage, since the company is low on resources for making phone calls, team can specifically focus on leads to eliminate which would reduce unnecessary resource utilization with no productivity. And this can be achieved directly by eliminating leads with the following variable classes since they have good negative variable importance and would help us refrain from unnecessary utilization :

- Tags\_Already is a Student
- Tags\_Switched OFF
- Tags\_invalid Number
- Tags\_Ringing
- Tags\_Not doing further education.