

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

- 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?

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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.

To increase the count of potential leads i.e, more customers are predicted as 1 by the model is achieved by setting a threshold less than 0.3 approximately around 0.2 or 0.25.

Customers holding a conversion probability less than the aforementioned threshold will be predicted as 1. Focusing more on leads showing lower conversion rate will help in improving overall conversion. Thereby, making the lead conversion aggressive.

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 the period of quarter before the deadline, the company has very less time in its hand. So, the employees should focus on the hot leads who have the highest lead conversion rate. To achieve this, we need to set the threshold above 0.5 as this aims to avoid the unnecessary phone calls and prioritize the leads.