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

***Ans:***

**The equation of the final model is:**

Converted = -0.0376 + 5.8115 \* Lead Source\_Welingak Website + 3.3166 \* Lead Source\_Reference + 2.6083 \*What is your current occupation\_Working Professional + 2.1751 \* Last Activity\_Other\_Activity + 1.2942 \* Last Activity\_SMS Sent + 1.0954 \* Total Time Spent on Website + 1.0819 \* Lead Source\_Olark Chat - 0.9004 \* Last Notable Activity\_Modified - 0.9613 \* Last Activity\_Olark Chat Conversation - 1.194 \* Lead Origin\_Landing Page Submission - 1.2025 \* Specialization\_Others -1.5218 \* Do Not Email

Hence, the top three variables which contribute positively are:

* 1. **Lead Source\_Welingak Website**
  2. **Lead Source\_Reference**
  3. **What is your current occupation\_Working Professional**

1. 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 3 categorical/dummy variables happened to be the ones which contribute most in order to increase the probability of lead conversion from the equation as given above in the first question.

Hence, the top 3 categorical variables which contribute the most are:

* 1. **Lead Source\_Welingak Website**
  2. **Lead Source\_Reference**
  3. **What is your current occupation\_Working Professional**

1. 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:***

During this phase, they shall contact all the leads which have the potential to have positive conversions.

**Strategy to identify Hot Leads:**

* The customers which are to be contacted can be identified based on "Lead Score" equal to or greater than 85 (in this model). They are termed as 'Hot Leads'.
* These Hot Leads came to be around 368 in numbers who can be straight away contacted.
* If needed to be more aggressive, we can change the “Lead Score” to other values like 80 or even 75 (or whatever decision the management takes), to include more potential Leads and make a call to them.

1. 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:***

Here, again by tweaking the threshold of the lead score (like above 90 or so), the number of Hot leads to be contacted can be fine-tuned.

Also, automated methods like auto SMS and emails shall be configured to be sent to these Hot Leads.

From the final model, we can see that “**Working Professional”** is a significant contributor, hence if a “Working Professional” approaches, they shall be given utmost importance as they are high potential lead which is a clear and simple indication of a Hot Lead.

\*\*End\*\*