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

   Answer: The top three variables which help contribute towards probability of a lead getting converted should have high positive coefficient and low P value. Based on this parameter, below are the variables:

   1. Total Visits
   2. Total Time Spent on Website
   3. Lead Origin – with value of 'Add form'

coef	coef	std err	z	P>|z|	[0.025	0.975]
const	0.1243	0.181	0.687	0.492	-0.231	0.479
TotalVisits	11.1552	2.528	4.412	0.000	6.199	16.111
Total Time Spent on Website	4.4982	0.175	25.741	0.000	4.156	4.841
Lead Origin_Lead Add Form	4.1157	0.233	17.659	0.000	3.659	4.572
Lead Source_Olark Chat	1.4903	0.114	13.052	0.000	1.266	1.714
Lead Source_Welingak Website	2.3323	1.031	2.263	0.024	0.312	4.352
Do Not Email_Yes	-1.4056	0.179	-7.867	0.000	-1.756	-1.055
Last Activity_Had a Phone Conversation	2.8622	0.794	3.606	0.000	1.306	4.418
Last Activity_SMS Sent	1.2543	0.077	16.264	0.000	1.103	1.406
Occupation_Student	-2.3066	0.258	-8.925	0.000	-2.813	-1.800
Occupation_Unemployed	-2.5201	0.171	-14.694	0.000	-2.856	-2.184
Last Notable Activity_Unreachable	2.9375	0.797	3.687	0.000	1.376	4.499

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?**

   Answer: Top three categorical variables which can help increase probability of lead conversion are as below:

   1. Pull out leads with 'Last Activity' with whom the team had a phone conversation and SMS exchange and target them for conversion.
   2. Also, concentrate on lead coming via 2 key 'Lead Source', namely Wlingak Website and Olark chat and approach them.
   3. 'Occupation' other than student and unemployed should be filtered out and should be targeted, based on #1 and #2 for higher conversion.

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.**

   Answer: Look at positively co-related variables with the desired output and work on the same. Within the intern group, make subgroups. 5 teams of 2 interns each. Each group to be given a set of potential leads to make the call to. The potential leads can be derived by clubbing data of customers who have been classified as potential leads by the model.

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.**

   Answer: Look at negatively co-related variables and put them on hold category. Brief the team not to approach customers who are negatively co-related w.r.t. conversion. Example: people marking 'Do Not Email' as Yes; people to whom email was sent but bounced back. Similarly, students and unemployed people should be put out of target list as they are negatively co-related with conversion rate.