

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

Ans 1. Solution:

The top three variables in model which contribute most towards the probability of a lead getting converted are:

- a) **Total Time Spent on Website**
- b) **LeadOrigin\_Lead Add Form**
- c) **LastNotableActivity\_Had a Phone Conversation**

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 2. Solution:

The top 3 categorical variables in the model which should be focused the most in order to increase the probability of lead conversion are:

- a) **LeadOrigin\_Lead Add Form**
- b) **LastNotableActivity\_Had a Phone Conversation**
- c) **CurrentOccupation\_Working Professional**

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 3. Solution:

A true strategy can be:

- To focus on wider set of lead target market (inclusion of barely decrease conversion probably leads)
- Technically, we are able to generate this new set of leads by altering (shifting down) the fee of cut off which will encompass more leads as the recent leads from our Logistic Regression Model
- Doing so, we can be better utilizing resources and improving danger of converting a lead whose lead conversion chance is probably low as nicely.

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.

Solution:

In order to decrease the rate of useless cellphone calls, the organization may also contact all of the leads that have a conversion probability (price = 1 highlighted in yellow color) below column 0.7. However, the flipside right here would be that, we may additionally miss out on those leads which can be certainly converted however then the version wrongly anticipated them as not transformed. (See purple highlights inside the photograph under). This need to no longer be a prime cause for subject because the goal has already be finished.