**Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

Answer:

Three important variables are:

* **What is your current occupation\_Working**
* **Lead Origin**
* **Lead Source**

**Q2 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:

**Lead Origin\_Lead Add Form**

**What is your current occupation\_Working Professional**

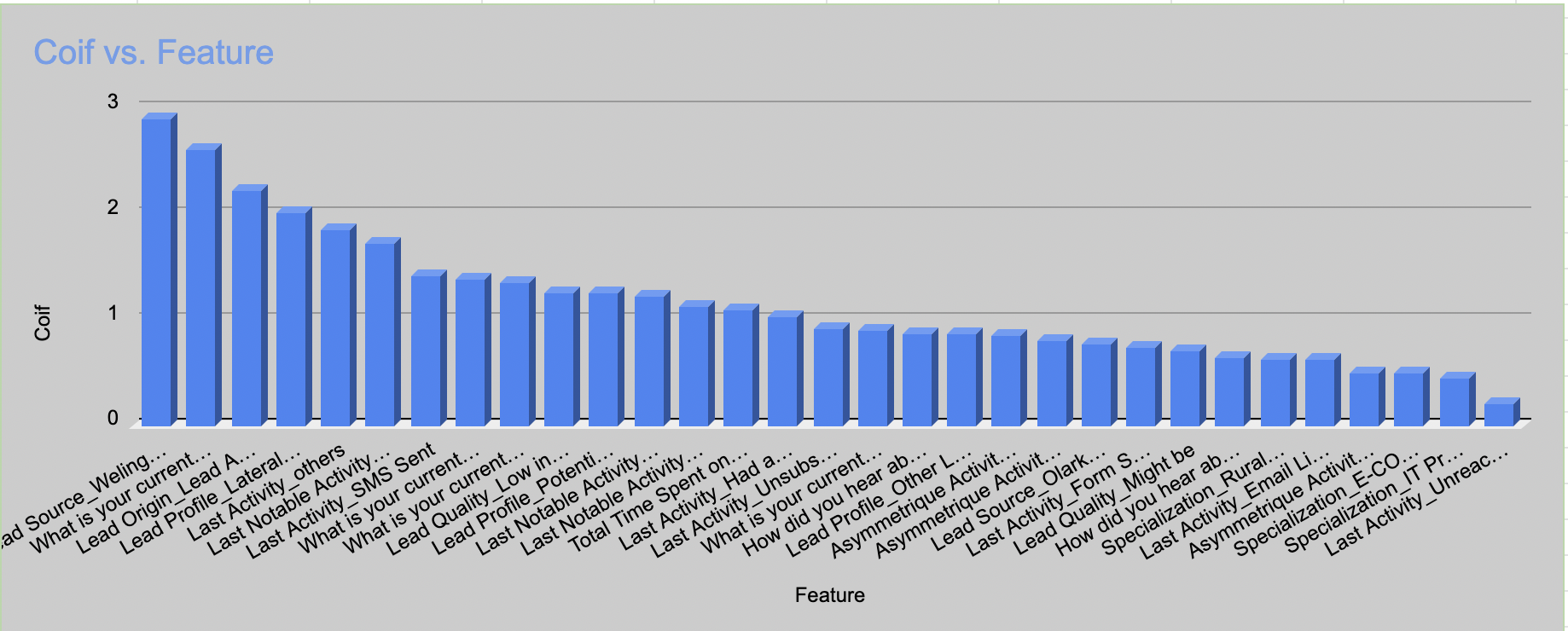
**Lead Source\_Welingak Website**

Q3 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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

Answer:

**Call people basis on the following features which contribute maximum to convert the lead.**

**The features are in descending order.**

****

| **Feature** | **Coif** |
| --- | --- |
| Lead Source\_Welingak Website | 2.9059 |
| What is your current occupation\_Working Professional | 2.6055 |
| Lead Origin\_Lead Add Form | 2.2286 |
| Lead Profile\_Lateral Student | 2.0143 |
| Last Activity\_others | 1.8571 |
| Last Notable Activity\_Had a Phone Conversation | 1.7253 |
| Last Activity\_SMS Sent | 1.4225 |
| What is your current occupation\_Student | 1.3859 |
| What is your current occupation\_Other | 1.344 |
| Lead Quality\_Low in Relevance | 1.2531 |
| Lead Profile\_Potential Lead | 1.2459 |
| Last Notable Activity\_Unreachable | 1.2262 |
| Last Notable Activity\_others | 1.1185 |
| Total Time Spent on Website | 1.0864 |
| Last Activity\_Had a Phone Conversation | 1.0326 |
| Last Activity\_Unsubscribed | 0.9201 |
| What is your current occupation\_Unemployed | 0.9054 |
| How did you hear about X Education\_Email | 0.8666 |
| Lead Profile\_Other Leads | 0.8609 |
| Asymmetrique Activity Score | 0.8539 |
| Asymmetrique Activity Index\_03.Low | 0.8016 |
| Lead Source\_Olark Chat | 0.7722 |
| Last Activity\_Form Submitted on Website | 0.7346 |
| Lead Quality\_Might be | 0.7079 |
| How did you hear about X Education\_Social Media | 0.638 |
| Specialization\_Rural and Agribusiness | 0.623 |
| Last Activity\_Email Link Clicked | 0.6166 |
| Asymmetrique Activity Index\_02.Medium | 0.4945 |
| Specialization\_E-COMMERCE | 0.4906 |
| Specialization\_IT Projects Management | 0.4492 |
| Last Activity\_Unreachable | 0.2072 |
| Last Notable Activity\_Olark Chat Conversation | -0.4579 |
| Lead Origin\_Landing Page Submission | -0.6378 |
| Asymmetrique Profile Index\_02.Medium | -0.6398 |
| Specialization\_Hospitality Management | -0.7264 |
| Asymmetrique Profile Index\_03.Low | -0.7959 |
| Last Notable Activity\_Modified | -0.8591 |
| How did you hear about X Education\_SMS | -0.9412 |
| Do Not Email | -1.1058 |
| Lead Quality\_Not Sure | -1.1219 |
| Last Activity\_Olark Chat Conversation | -1.2087 |
| Last Notable Activity\_Email Link Clicked | -1.2274 |
| Lead Quality\_Worst | -3.0024 |

**Q4 Similarly, at times, the company reaches its target 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:

T**he team should call people who have the following features.**

**1. Leads with Lead Source as Welingak Website.**

**2. Current occupation as Working Professional or Student**

**3. Leads with Lead Origin as Lead Add Form**

**4. Leads with Lead Profile as Lateral Student, Potential Lead**

**5. Last Notable Activity as Had a Phone Conversation**

**6. Leads where last SMS Sent or Had a Phone Conversation**

**7. Lead Quality as Low in Relevance**

**8. Total Time Spent on the Website is the highest**