

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

Ans. For the final model I have created, 'Lead Source_Welingak Website', 'Lead Source_Reference' and 'Last Activity_Had a Phone Conversation' are the prominent variable which contribute most towards getting the lead converted.

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. These three features have high negative coefficients – 'Last Notable Activity_Email Link Clicked', 'Last Notable Activity_Modified' and 'Last Notable Activity_Olark Chat Conversation'. Hence, more focus should be given upon to improve upon these features to improve conversion rate.

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. In my model, I had to drop 'Last Notable Activity_Had a Phone Conversation' as it was insignificant on account of very high p-value. So, in my opinion, making phone calls won't be a good strategy. The manpower of those interns can be utilized for improving other features which are more significant.

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.

Ans. Like we saw, phone call is not coming out to be a significant driver in lead conversion. So, the features which are more significant in contributing towards lead conversion should be focused more with the additional capacity the company has.