

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

Ans.: - The below features that are highly impacted towards the probability of a lead getting converted:

- TotalVisits
- Total Time Spent on the Website
- Lead add Form (Lead Origin)

	coef
const	-0.8305
TotalVisits	5.3092
Total Time Spent on Website	4.6612
Lead Origin_Lead Add Form	4.2290
Lead Source_Olark Chat	1.1820
Lead Source_Welingak Website	2.3815
Last Activity_Email Bounced	-2.3853
Last Activity_Olark Chat Conversation	-1.1490
Last Activity_Unsubscribed	-1.5886
Last Notable Activity_Email Link Clicked	-1.9723
Last Notable Activity_Email Opened	-1.3483
Last Notable Activity_Modified	-1.8450
Last Notable Activity_Olark Chat Conversation	-1.7284
Last Notable Activity_Page Visited on Website	-1.8608

Ques. 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.:-

- TotalVisits
- Lead Source_Welingak Website
- Lead Source_Olark Chat

Ques. 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.:-

The good strategy to employ at this stage to make almost all the potential leads to be converted is to focus on below Continuous and Categories or dummy variables as these features are impacting more on potential lead to be converted.

- Total Time on Website
- Total Visits
- Lead Origin from Lead Add Form
- Lead Source with elements Welingak Website
- Last Activity with elements SMS Sent

And not to give more importance on the below Categorical Variables. Because as it's Coefficient value shows negative values and also these variables have very lower chance to get converted for which you don't to utilize your effort as our goal is to make most of the customers converted.

- Last Activity with Email Bounced
- Last Notable Activity with Email Link Clicked
- Last Notable Activity with Modified
- Last Notable Activity with Page Visited on Website

Ques. 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. :- Lead Source coming from Google and Direct Traffic and in Lead Origin from API & Landing Page Submission has more scope for conversions. X - Education can connect with these leads as it has significant conversion and more can be converted in hot leads.

SMS Sent have highest conversion count compared to other activities, so X - Education can try to connect with most leads by Sending SMSs.