

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

The top three variables in my model, that contribute towards lead conversion are:

1. Total Time Spent on Website
2. Last Activity_SMS Sent
3. TotalVisit

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?

The top three variables in my model, that should be focused are:

1. Last Activity_SMS Sent (positively impacting)
2. Last Activity_Olark Chat Conversation (negatively impacting)
3. Lead Source_Olark Chat (negatively impacting)

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.

A good strategy will be:

- To expand our target audience to include individuals with a slightly lower likelihood of converting into customers
- From a technical perspective, we can generate a new set of leads by adjusting or lowering the cutoff threshold in our Logistic Regression Model. This adjustment will result in including more leads as "hot leads" in our analysis.
- By making this adjustment, we will optimize our resource allocation and enhance our chances of converting leads, even those with a lower probability of conversion.

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.

A good strategy will be:

- To concentrate on a more specific subset of the lead audience by excluding leads with a lower likelihood of conversion.
- From a technical standpoint, we can create a new set of leads by adjusting or increasing the cutoff threshold in our Logistic Regression Model. This adjustment will result in excluding leads with a lower probability of conversion.
- By doing this, we can achieve reasonable conversion rates with minimal effort.