Subjective Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
Ans: The top 3 Variables contributing the probability of lead getting converted are as follows:
    1. **TotalVisits**: This Variable has high coefficient (11.14)
    2. **Total Time spent on website**: The more time spent on Website, the higher are the chances of lead getting converted.
    3. **Lead Origin_Lead Add Form**

    Total Visits is the variable which has high probability for lead getting 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:
    1. **Lead Origin_Lead Add Form**
    2. Last Notable Activity_Unreachable
    3. **Last Activity_Had a Phone Conversation**
    4. **Lead Source_Welingak Website**

    According to the model the categorical variable **Lead Origin** in which **Lead Add Form** has highest probability of lead conversion. The other categorical variables which help in lead conversion are **Last Activity** in which **Had a Phone Conversation** and **Lead Source** in which **Welingak Website** has more contribution.
    The second highest coefficient is for **Last Notable Activity_Unreachable**, but this will not help in business point of view.

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:
    * According to the model 932 leads are predicted as 1,it shows they have high chance of getting converted.
    * The interns should concentrate more on variables which have high chance of getting converted.
    * X education should guide the interns regarding the model created. They must explain variable like total time spent on website, lead source and Total visits. Those leads who have spent more time on surfing the website should be contacted first

thought mail message and phone call and try to convert them to potential lead. Interns should also be trained properly so that they can explain benefits of the program for the point of view of career growth to the leads.

- Those leads who have spent more time on surfing the website should be contacted first thought mail message and phone call and try to convert them to potential lead.

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.

	coef	std err	z	P>|z|	[0.025	0.975]
const	0.2040	0.196	1.043	0.297	-0.179	0.587
TotalVisits	11.1489	2.665	4.184	0.000	5.926	16.371
Total Time Spent on Website	4.4223	0.185	23.899	0.000	4.060	4.785
Lead Origin_Lead Add Form	4.2051	0.258	16.275	0.000	3.699	4.712
Lead Source_Olark Chat	1.4526	0.122	11.934	0.000	1.214	1.691
Lead Source_Welingak Website	2.1526	1.037	2.076	0.038	0.121	4.185
Do Not Email_Yes	-1.5037	0.193	-7.774	0.000	-1.883	-1.125
Last Activity_Had a Phone Conversation	2.7552	0.802	3.438	0.001	1.184	4.326
Last Activity_SMS Sent	1.1856	0.082	14.421	0.000	1.024	1.347
What is your current occupation_Student	-2.3578	0.281	-8.392	0.000	-2.908	-1.807
What is your current occupation_Unemployed	-2.5445	0.186	-13.699	0.000	-2.908	-2.180
Last Notable Activity_Unreachable	2.7846	0.807	3.449	0.001	1.202	4.367

As company reaches its target it should not waste time in making unnecessary calls. company should avoid focusing on unemployed leads and students as they don't have an income source and have less chances of conversion. And leads who are not interested in receiving emails. Instead, they can concentrate more on leads they have high probability of getting converted so that they will not miss them.