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

**Answer**: The top 3 variables in the final model are,

1. Last Notable Activity\_Had a Phone Conversation
2. Lead Origin\_Lead Add Form
3. Last Notable Activity\_Unreachable
4. 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**: The top 3 categorical/ dummy that should be focused to convert to HOT lead are,

1. Lead Source\_Welingak Website
2. Last Activity\_SMS Sent
3. Total Time Spent on Website
4. 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.

**Answer**: From the Logistic model we can provide them to focus on all the top significant features to convert all the leads with score between 41-100 to convert them to HOT Leads. The below variables should be focused for aggressive conversion,

1. Last Notable Activity\_Had a Phone Conversation
2. Lead Origin\_Lead Add Form
3. Last Notable Activity\_Unreachable
4. Lead Source\_Welingak Website
5. Last Activity\_SMS Sent
6. Total Time Spent on Website

The below features should not be focused much as they might not turn to HOT leads,

1. Lead Source\_Google
2. Lead Source\_Organic Search
3. Lead Source\_Referral Sites
4. Lead Source\_Direct Traffic
5. Last Notable Activity\_Olark Chat Conversation
6. Last Activity\_Email Bounced

1. 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.

**Answer** :

* In this scenario, its best to pick the top features which do not involve the Phone conversation & SMS related activities to convert the leads to hot leads.
* It’s advisable to choose the leads between the score 81-100 (as per our model accuracy) to convert them to Hot Leads.
* If the leads are working professionals, Selected Specialization & already had a phone conversation.
* Focus on the features like tracking the leads, get Last Notable\_activity updates and track

1. Lead Origin\_Lead Add Form
2. Lead Source\_Welingak Website.
3. Total Time Spent on Website.