(ANSWERS )

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

Summary: As per our model, the Total Time Spent on Website

1. 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)

Summary: They should focus on sending more SMS notifications and improve the Olark Chat service in order to increase the probability of lead conversion.

1. 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:

* The proposed strategy involves targeting a broader range of potential customers, including those with slightly lower conversion probabilities.
* Technically, we can achieve this by adjusting the cut-off value in our Logistic Regression Model, moving it lower to include more leads as potential hot leads.
* By doing this, we can make better use of resources and increase the chances of converting leads, even if their conversion probabilities are relatively lower.

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.

⇒ A successful approach would involve concentrating on a specific group of potential customers, disregarding those with lower conversion probabilities.

* Technically, we can achieve this by adjusting the cut-off value in our Logistic Regression Model, moving it higher to exclude leads with lower conversion rates.
* By doing this, we can achieve substantial results with minimal effort and still attain favorable conversion rates.