

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

**Answer:** 1. Lead Source\_Welingak Website.  
2. Lead Source\_Reference.  
3. What is your current occupation\_Working Professional.

**As per the final model features below:**

Lead Source_Welingak Website	5.811465
Lead Source_Reference	3.316598
What is your current occupation_Working Professional	2.608292
Last Activity_Other_Activity	2.175096
Last Activity_SMS Sent	1.294180
Total Time Spent on Website	1.095412
Lead Source_Olark Chat	1.081908
const	-0.037565
Last Notable Activity_Modified	-0.900449
Last Activity_Olark Chat Conversation	-0.961276
Lead Origin_Landing Page Submission	-1.193957
Specialization_Others	-1.202474
Do Not Email	-1.521825
dtype: float64	

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?

**Answer: Top 3 Dummy variables are,**

1. Lead Source\_Welingak Website.
2. Lead Source\_Reference.
3. What is your current occupation\_Working Professional.

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.

**Answer:**

- Target Leads that come from the lead sources "Welingak Websites" and "Reference" are more likely to be converted.
- Target leads who are Working Professionals have a greater conversion rate. They might have a budget for them.

- Target Leads generated by the lead source "Olark Chat" are more likely to be converted.
  - The company should call leads whose last activity was "SMS Sent" because they are more likely to convert.
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.

**Answer:**

- The company should not call leads whose last activity was "Olark Chat Conversation" because they are unlikely to convert.
- Leads whose lead origin is "Landing Page Submission" should not be called because they are unlikely to be converted.
- Avoid focusing on the individual who has marked as 'Do Not Email. They have a lower conversion rate.
- Do not concentrate on people who have specialized in other fields as they may not want to change careers.