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 model contributing the most towards the probability of a lead getting converted are as follows:

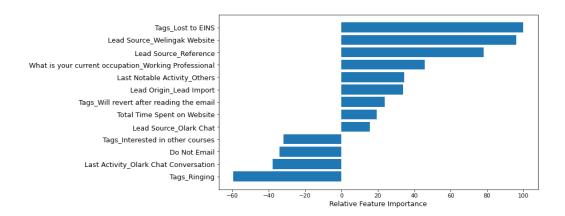
- a)Lost to EINS (From Tags)
- **b)** Welingak Website (From Lead Source)
- **c)**Reference (From Lead Source)

	coef	std err	Z	P> z	[0.025	0.975]
onst	-2.1855	0.098	-22.304	0.000	-2.378	-1.993
o Not Email	-2.0388	0.196	-10.424	0.000	-2.422	-1.655
otal Time Spent on Website	1.1653	0.048	24.447	0.000	1.072	1.259
ead Origin_Lead Import	2.0319	0.573	3.546	0.000	0.909	3.155
ead Source_Olark Chat	0.9311	0.117	7.952	0.000	0.702	1.161
ead Source_Reference	4.6796	0.278	16.832	0.000	4.135	5.224
ead Source_Welingak Website	5.7436	0.736	7.805	0.000	4.301	7.186
ast Activity_Olark Chat Conversation	-2.2681	0.182	-12.466	0.000	-2.625	-1.911
Mat is your current occupation_Working Professional	2.7463	0.224	12.266	0.000	2.308	3.185
ags_Interested in other courses	-1.9061	0.358	-5.322	0.000	-2.608	-1.204
ags_Lost to EINS	5.9839	0.751	7.972	0.000	4.513	7.455
ags Ringing	-3.5556	0.275	-12.940	0.000	-4.094	-3.017
ags_Will revert after reading the email	1.4327	0.102	14.094	0.000	1.233	1.632
ast Notable Activity Others	2.0623	0.095	21.616	0.000	1.875	2,249

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:** As could be referred from the abovescreenshot, the top 3 features which should be focused upon the most on, in order to increase the probability of lead conversionare:

- a) Welingak Website (From Lead Source)
- **b)** Refence (From Lead Source)
- c) Working Professional (From What is your current occupation)



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:** The best strategy is to focus on working professionals, focusing in order first Welingak Website leads, then those who have high Total Time Spent on Website, and finally through leads that came in through Olark Chat.

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:** In this condition they should focus more on other methods like automated emails, SMS, video messaging, unconventional methods that may take longer time to perfect. In addition to trying out these strategies they can try to work on the lesser correlated features.