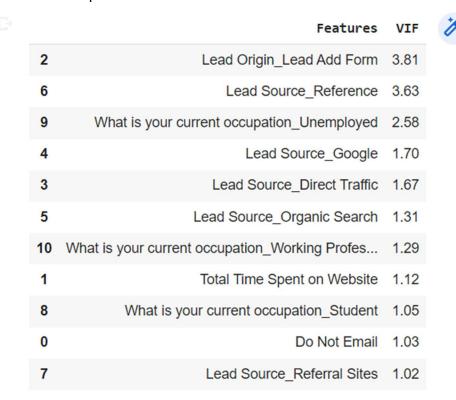
- 1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
- > The top three variables in our model that contributes towards lead conversions are :-
 - 1. Lead Origin Lead Add Form
 - 2. What is your current occupation Working Professional
 - 3. Total Time Spent on Website

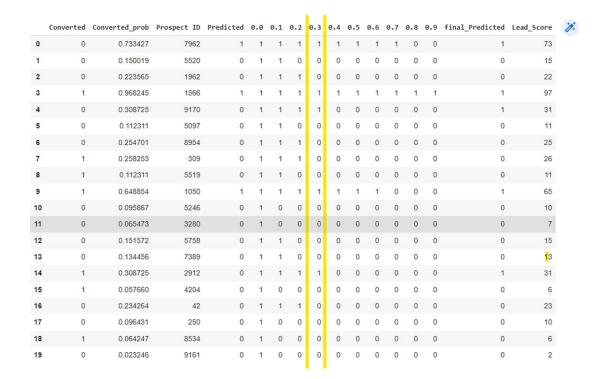


- 2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?
- > The top three variables that should be focused in our model are :-
 - 1. Lead Origin_Lead Add Form
 - 2. What is your current occupation Working Professional
 - 3. Total Time Spent on Website



2	Lead Origin_Lead Add Form	3.81
6	Lead Source_Reference	3.63
9	What is your current occupation_Unemployed	2.58
4	Lead Source_Google	1.70
3	Lead Source_Direct Traffic	1.67
5	Lead Source_Organic Search	1.31
10	What is your current occupation_Working Profes	1.29
1	Total Time Spent on Website	1.12
8	What is your current occupation_Student	1.05
0	Do Not Email	1.03
7	Lead Source_Referral Sites	1.02

- 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.
- ➤ The final prediction is calculated based on a optimal cut off value of 0.3 In order to make the sales aggressive, the company may contact all the leads which have a conversion probability (value = 1) under a cut off 0.3



- 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.
- A good strategy will be:
 - To focus on narrow set of lead audience (discarding lower conversion probable leads)
 - Technically, we can generate this new set of leads by altering (moving up) the value of cut off so as to discard lower conversion rate prabable leads from our Logistic Regression Model
 - Doing so, we will be doing minimal effort and still be getting fair conversions.