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

   Based on the coefficient values the top 3 variables -
   1. **Lead Source (Welingak Website)**
   2. **Lead Origin (Lead Add Form)**
   3. **What is your current occupation (Working Professional)**

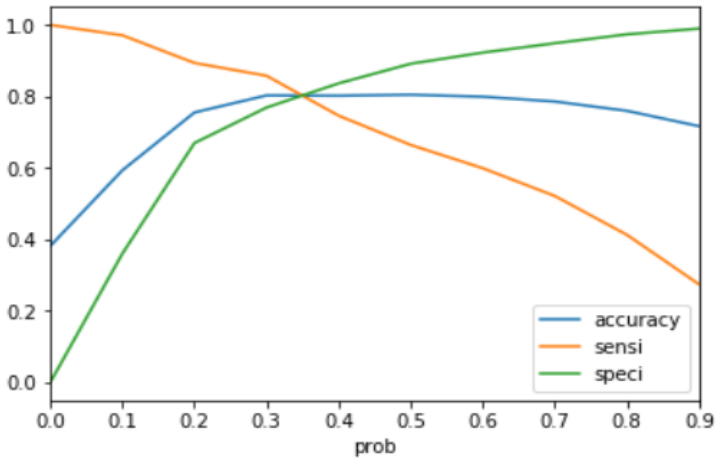
2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

   Based on the coefficient values the top 3 categorical/dummy variables -
   1. **Lead Source (Welingak Website)**
   2. **Lead Origin (Lead Add Form)**
   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.

   During Summer, the Sales team has additional resources/interns in the team so they have a greater/better bandwidth to reach out to potential leads that could become hot leads and get finally converted to take the course.

   In the Linear Regression model that we have built, we have designated the optimum point of cutoff probability as 0.33 as shown below-



   The chosen Optimal Point gives us the right balance between the Sensitivity, Specificity & Accuracy. Here, Sensitivity is the measure of the proportion of the actual converted leads identified and Specificity is the measure of the proportion of the actual

cold leads identified. Whereas Accuracy is the measure of the proportion of the actual hot & cold leads identified over the total number of hot & cold leads.

So, we need to reduce the optimal cut off point to a value lesser than the existing 0.33, this will potentially increase the sensitivity value (while decreasing the specificity). Doing this would increase the no. of potential leads to be called by the Sales Team which will in turn make more hot leads to take the course or get converted which would have missed in a normal scenario. In case if we reduce it to 0.2, then we can get lot more leads to get converted. Additional follow up on leads will add revenue to the company.

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.

In this scenario, as the company has already reached the target for the quarter and we can increase the optimum point of cutoff probability from 0.33 to higher value, this would increase the Specificity values and reduce the Sensitivity value. This would ensure that the sales team calls minimum number of leads which have very high probability to take the course i.e. are the ones who surely get converted.