

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

- The top three variables that contribute the most towards the probability of a lead getting converted are
 - **Tags_closed by Horizzon**
 - **Tags_Lost to EINS**
 - **Tags_will revert after reading the email**

	coef	std err	z	P> z	[0.025	0.975]
const	0.2737	0.149	1.838	0.066	-0.018	0.566
Total Time Spent on Website	1.0221	0.062	16.395	0.000	0.900	1.144
Lead Origin_Lead Add Form	1.0710	0.357	2.996	0.003	0.370	1.772
What is your current occupation_Not Specified	-2.5330	0.157	-16.083	0.000	-2.842	-2.224
Specialization_Travel and Tourism	-1.0630	0.448	-2.374	0.018	-1.941	-0.185
Lead Source_Olark Chat	0.9284	0.156	5.945	0.000	0.622	1.234
Lead Source_Welingak Website	2.5718	0.820	3.138	0.002	0.965	4.178
Tags_Busy	-1.4662	0.265	-5.542	0.000	-1.985	-0.948
Tags_Closed by Horizzon	5.6333	1.031	5.464	0.000	3.613	7.654
Tags_Interested in other courses	-3.4708	0.368	-9.426	0.000	-4.193	-2.749
Tags_Lost to EINS	5.7445	0.755	7.608	0.000	4.265	7.224
Tags_Other_Tags	-4.2260	0.241	-17.500	0.000	-4.699	-3.753
Tags_Ringing	-5.2752	0.270	-19.534	0.000	-5.804	-4.746
Tags_Will revert after reading the email	2.7002	0.214	12.616	0.000	2.281	3.120
Last Activity_Email Bounced	-1.2627	0.411	-3.073	0.002	-2.068	-0.457
Last Activity_SMS Sent	2.0202	0.127	15.926	0.000	1.772	2.269
Last Notable Activity_Email Link Clicked	-1.1805	0.470	-2.511	0.012	-2.102	-0.259
Last Notable Activity_Modified	-1.4857	0.130	-11.445	0.000	-1.740	-1.231
Last Notable Activity_Olark Chat Conversation	-1.5750	0.463	-3.398	0.001	-2.483	-0.667

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?

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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 best strategy is to look at all the above Variables and target the customers who have negative coefficient. This will ensure they are targeting the right customer base who are at a higher chance of not converting. This provides a targeted approach

Few example variables:

- a. Tags_Ringing**
- b. Tags_others_tags**
- c. Tags_intrested in other courses**

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.

They should focus on low coefficient conversion variables such that they can get tagged into the higher probability buckets. This enables quick start for the next cycle. This provides a targeted strategy to ensure enough leads are on a higher conversion probability going forward