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

   Top three variables that contribute for lead conversion are

   I. Total Visits
   II. Total Time spent on the website
   III. Lead Source

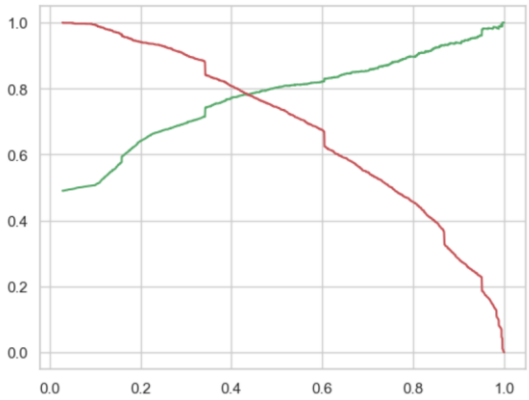
   These variables have positive contribution. Higher total number of visits to platform and higher time spent on the website leads to higher the impact of the lead converting into a customer. Sales team should focus on such leads for the probability of conversion.

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

   I. Lead Origin_Lead Add Form
   II. Lead Source_Olark Chat
   III. Last Activity_Had a Phone Conversation

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

0.44. sensitivity decreases as the threshold increases. We need a high sensitivity because high sensitivity will mean that our model will correctly predict almost all leads who are likely to convert. 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 0.44.

Since various variables are there to improve conversions required for model likewise Time spent on site, total visits, leads reference, etc. considering this we can develop a model . Providing interns a detailed plan on conversions and interact in efficient way. Informing to customers regarding the offers and deals of the programs and making calls repetitively, try to get more familiar with them, discussing their problem, background, looking their financial condition. Pitching the prospectives regarding the course and making them understand how they could use the skills from the course to build their career and converting the prospects to take up the course.

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 the situation like this, high specificity will be taken into consideration because high specificity will mean that our model will correctly predict almost all leads who are not likely to convert.

It may take some of the conversions as non-conversions and mislead the output. But as the company has already reached its target for a quarter and doesn't want to make phone calls unless it's extremely necessary, it is a good strategy to go for high specificity. Do not focus on unemployed leads. They might not have a budget to spend on the course. Also Do not focus on students, since they are already studying and would not be willing to enrol. It will ensure that the phone calls are only made to customers who have a very high probability of conversion. We need to choose high threshold for high specificity.