

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

Ans=The top three variables which contribute most towards the probability of a lead getting converted are as follows:

- 1.Total Visits
- 2.Total time Spent on Website
- 3.Last Notable Activity_ Had a Phone Conversation

By looking at their Coefficients value derived from Statsmodel summary, I am able to conclude that.

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?

Ans=The top 3 Dummy Variables are :

- 1.Last Notable Activity_ Had a Phone Conversation
- 2.Lead Origin_Lead Add Form
- 3.What is your current occupation_ Working Professional

Similarly, By looking at their Coefficients value derived from Statsmodel summary, I am able to conclude that.

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.

Ans= The final prediction is calculated based on a optimal cut off value of 0.35. So for aggressive sales, the company may contact all the leads which have a conversion probability (value = 1) under a cut off 0.3 and then contact that person who has highest of the following these 3 conditions:

- 1.Total Visits
- 2.Total time Spent on Website
- 3.Last Notable Activity_ Had a Phone Conversation

This will surely increases the chances of Conversion.

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.

Ans=For minimizing the rate of useless phone calls , the company should not focus on those leads which generate "Do Not Email". Because these are the customers who donot want to get attended. And also company should not focus on the individuals whose Last_Notable_Activity is Unreachable from a very long period of time. These I guess are the Crucial steps to minimize the rate of useless phone calls.