

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

— 1. Lead Origin\_Lead Add Form  
2. Lead Source\_Welingak Website &  
3. Last Activity\_Had a Phone Conversation

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?

— 1. Lead Origin,  
2. Last Activity  
3. Occupation

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.

— From the Logistic Regression model we are calculating the Lead Score for each customer. A higher score would mean that the lead is hot, i.e. is most likely to convert whereas a lower score would mean that the lead is cold and will mostly not get converted. So targeting first the customers with higher scores would lead to a better conversion rate and to nurture the potential leads with decent Lead Score that have the chance 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.

— In this scenario the company should utilize its Sales Team on improving the KPI's that contribute to the higher Conversion Rate. They need to look for what data that was collected wasn't contributing to the model performance and in addition start to look for more resources of data from the customer that can be useful to make the model more robust in improving the conversion rate. We can always improve the model performance by Training with the right data.