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

Answer:

1. Lead Source\_Welingak Website
   1. Positive contribution
   2. The source of maximum leads is Welingak website.
   3. Sales team should focus on such leads
2. Lead Source\_Reference:
   1. Positive contribution
   2. If the source of the lead is a Reference, then there is a higher probability that the lead would convert, as the referrals not only provide for cashbacks but also assurances from current users and friens who will mostly be trusted - Sales team should focus on such leads.
3. Lead Origin\_Landing Page Submission
   1. Negative contribution
   2. The origin identifier with which the customer was identified to be a lead is Landing Page Submission.
   3. Sales team should not focus on such leads
4. **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?**

Answer:

* Lead Source\_Reference
* Lead Source\_Welingak Website
* Current\_occupation\_Working Professional

It would seem that the Lead Source and Current Occupation plays an important role in scouting for leads that have a higher chance of converting into paying customers.

1. **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.**

**Answer :**

The good strategy to employ at this stage to make almost all the potential leads to be

converted is to focus on below Continuous and Categories or dummy variables as these

features are impacting more on potential lead to be converted.

* Total Time on Website
* Total Visits
* Lead Source with elements Olark Chat
* Last Activity with elements SMS Sent

And not to give more importance on the below Categorical Variables. Because as it’s

Coefficient value shows negative values and also these variables have very lower chance to

get converted for which you don’t to utilize your effort as our goal is to make most of the

customers converted.

* Lead Origin API
* Lead Origin Landing Page Submission
* Lead Origin Lead Import
* Last Activity Email Bounced
* Last Activity Olark Chat Conversation

1. **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.**

**Answer :**

In this situation the company has to introduce some new things like Auto response

email, so that people can get immediate response.

* Can use catboat in the website, so that people will be more interested to know

about the company and that catboats can provide all the common required info.

* These strategies can be used with customers that have a very high chance of

buying course.