

Important features in Model:

Last Notable Activity_Modified	-1.781292
Last Notable Activity_Email Link Clicked	-1.763876
Last Notable Activity_Page Visited on Website	-1.734400
Do Not Email	-1.551181
Last Notable Activity_Olark Chat Conversation	-1.453591
Last Notable Activity_Email Opened	-1.435641
Lead Origin_Landing Page Submission	-1.315599
Last Activity_Email Bounced	-1.177896
Last Activity_Olark Chat Conversation	-1.156318
Last Activity_Converted to Lead	-1.087473
Specialization_Unknown	-1.041328
Lead Source_Referral Sites	-0.729102
Lead Source_Organic Search	-0.391886
Lead Source_Direct Traffic	-0.360524
Total Time Spent on Website	0.991610
Last Activity_Had a Phone Conversation	1.679167
const	1.750269
Lead Source_Welingak Website	2.590997
What is your current occupation_Working Professional	2.610307
Lead Origin_Lead Add Form	2.693042

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

Ans: We have below variables contributing in leads getting converted

Lead Origin_Lead Add Form
What is your current occupation_Working Professional
Lead Source_Welingak Website

All these three variables have positive contribution. If the lead origin is add form or lead source is Welingak website or if current occupation of lead is working profession then they have chance conversion rate.

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: Top 3 Categorical/Dummy variables are given below.

Lead Origin_Lead Add Form
What is your current occupation_Working Professional
Lead Source_Welingak Website

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:

- If the total time spent on website is more, chances of such lead to convert is higher, so call visitors spending more time on website.
- If last activity had is phone conversation, call such leads.
- If lead source is welingak website, call such leads as the chances are higher to convert such leads.
- If leads are for working professionals as occupation, then contact such leads as they have high chance of conversion could be due to upskilling or related skill course interest by them.
- If lead origin is add form, contact such leads as they can be converted.

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.**

- Avoid calling visitors selected do not email option as yes or any last activity or last notable activity is email related.
- Avoid calling leads not specifying specialization.
- Avoid calling leads generated from referral sites, direct traffic or organic search as they all have negative contribution.
- Avoid calling any leads with activity related to Olark chat conversation.
- Avoid calling leads where occupation is mentioned as Unemployed as we saw in EDA there conversion rate is very low.