

## **SOLUTIONS**

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 in the model which contribute most towards the probability of a lead getting converted are-

### Top Three Features Contributing to Conversion Probability:

		Feature	Coefficient
Tags_Closed by Horizzon	Tags_Closed by Horizzon		8.821122
Tags_other_Tags	Tags_other_Tags		4.790199
Lead Source_Welingak Website	Lead Source_Welingak Website		4.192969

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

### Top Three categorical Features Contributing to Conversion Probability:

		Feature	Coefficient
Tags_Closed by Horizzon	Tags_Closed by Horizzon		8.821122
Tags_other_Tags	Tags_other_Tags		4.790199
Lead Source_Welingak Website	Lead Source_Welingak Website		4.192969

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.** According to the model build and top features in the model, these process can help in increasing the conversion rate of the leads-

- For increasing the conversion of the leads the interns must focus more on the tags closed by Horizon.

- For the same, the intern must focus more on lead source through the Welingak Website.
  - For more conversion rate the intern must focus on the email which are opened by the customers.
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.** To decrease the rate of useless calling the company must focus more on the emails. As the conversion of lead from the mails opened is among the top 5 features that lead to the increase in conversion rate.

	Coefficient
Tags_Closed by Horizzon	8.821122
Tags_other_Tags	4.790199
Lead Source_Welingak Website	4.192969
Tags_Will revert after reading the email	4.115225
Tags_Busy	3.980677
Lead Quality_Worst	-3.591297
Lead Quality_Not Sure	-3.023496
const	-1.943839
Last Activity_SMS Sent	1.804412
What is your current occupation_Working Profess...	1.589849
Tags_switched off	-1.549385
Last Notable Activity_Modified	-1.515542
Do Not Email	-1.511091
Last Notable Activity_Olark Chat Conversation	-1.196691
Tags_Ringing	-1.067773