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

Ans :

1) Lead Source_Welingak Website (Coefficient : 6.1733) : If the lead is coming from Welingak Website then there is high chance of conversion.
2) Lead Source_Reference (Coefficient : 3.4076) : If the lead is coming from Reference then there is high chance of conversion.
3) What is your current occupation_Working Professional (Coefficient : 2.4417) : If the occupation is working professional then there is a very high chance of conversion.

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 :

1) Lead Source_Welingak Website (Coefficient : 6.1733) : If the lead is coming from Welingak Website then there is high chance of conversion.
2) Lead Source_Reference (Coefficient : 3.4076) : If the lead is coming from Reference then there is high chance of conversion.
3) What is your current occupation_Working Professional (Coefficient : 2.4417) : If the occupation is working professional then there is a very high chance of conversion.

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 :

We can reduce the cut-off of the model even lower in this case as we have more workforce. We can give leads with probablity score from 20% to 60% to the interns and the higher probablity leads to the experienced sales force this will make the conversions more effective and more no of people can be covered.

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 :

In this case we can keep the cut-off of probablity very high in our model such as 80+% in this case only very genuine leads will be approched and company will get good result in even minimum effort.