

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

As per VIF values the top three variables are:

- a. What is your current occupation_Housewife
- b. Last Activity_Approached Upfront
- c. Search

However, as per p-values and coefficients the top three variables are:

- a. Total Time Spent on Website
- b. Lead Origin_Lead Add Form
- c. Last Notable 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?

The top three dummy variables are:

- a. What is your current occupation_Housewife
- b. Last Activity_Approached Upfront
- c. Lead Origin_Lead Add Form

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.

Since the optimal cut off is 0.37, the sales team must focus on those customers whose converted probability is more than 0.37.

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.

Sales team must concentrate on the converted probability less than 0.7 to cut the number of phone calls. However, this may miss out few leads who actually converted but the model predicted as non-converted. This should not be a major issue as the model has already reached the target.