

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

⇒ The top three variables that contribute towards lead conversion are:

1. Lead Source_Welingak Website
2. Total Time Spent on Website
3. Lead Source_Reference

Summary: As per model, the Total Time Spent on Website

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 **categorical** variables that should be focused are:

1. Lead Source_Welingak Website
2. What is your current occupation_Working Professional
3. Last Notable Activity_SMS Sent

Summary: They should focus on sending more SMS notifications and target the Working Professionals in order to increase the probability of lead 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.

⇒ In order to make the sales aggressive, the company may contact all the leads which have a conversion probability 30 or greater by reducing the threshold or cut-off value

It will lead to high sensitivity which implies, the model will correctly identify almost all leads who are likely to convert. It will do that by overestimating the conversion likelihood i.e., it will misclassify some non-conversion cases as conversions. Now since X Education has more manpower for these 2 months and they wish to make lead conversion more aggressive by converting most potential leads, hence we can choose lower threshold value for conversion probability

Additionally, we can note the following points as well:

- If they spend a lot of time on website and this can be done by making the website interesting and thus bringing them back to site
 - If their last activity is through SMS or through Olark chat conversation
 - If they are working professionals
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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.

⇒ In order to minimize the rate of useless phone calls, the company may contact all the leads which have a Lead score/conversion probability greater than or equal to 80 that can be done by increasing the threshold or cut-off value
However, the flipside here would be that, we may miss out on those leads that can actually be converted but then the model wrongly predicted them as not converted. This should not be a major cause for concern as the target has already been achieved
