

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

Answer: The top 3 variables in the model that contribute most towards the probability of a lead getting converted are as follows:

Variable	Coefficient
'Lead Quality_High in Relevance'	3.5326
"Lead Origin_Others"	3.4201
"Lead Quality_Low in Relevance"	2.5670

It is because the coefficients related to these variables are the highest in the final model

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?

Answer: 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 are as follows:

- a. Lead_Quality
- b. Lead-Origin
- c. Last_Notable_Activity

It is because these variables have the highest cumulative coefficient score in the final model.

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.

Answer: Steps to be taken:

- a. Start with leads who have higher score in terms of probability of conversion
- b. Chose leads who have lead_quality as one of "High in relevance", "Low in relevance" or "might be"
- c. Chose leads whose origin is in "Others category"
- d. Focus on leads whose last notable activity is "SMS_sent"
- e. Focus on working professionals
- f. Focus on leads whose source is Olark chat

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.

Answer: Steps to be taken:

- a. Avoid leads who have low score in terms of probability of conversion
- b. Avoid leads whose lead quality is “worst”
- c. Avoid leads whose asymmetric activity index is low
- d. Avoid leads who have not opted for emails about the course