

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

a. Answer: TotalVisits, Total Time Spent on Website,  
What is your current occupation\_Housewife

	coef	std err	z	P> z	[0.025	0.975]
<b>TotalVisits</b>	8.6722	2.427	3.573	0.000	3.915	13.429
<b>Total Time Spent on Website</b>	4.4747	0.166	26.955	0.000	4.149	4.800
<b>What is your current occupation_Housewife</b>	22.9593	1.34e+04	0.002	0.999	-2.62e+04	2.63e+04

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:

- What is your current occupation\_Housewife
- Lead Origin\_Lead Add Form
- Lead Source\_Welingak Website

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: for achieving the good results it is good to employ at this stage to make almost all potential leads to be converted is to focus on below categories or dummy variables as they hold a tight grip on a potential lead to be converted:

- a. Last Notable Activity\_SMS Sent
- b. What is your current occupation\_Working Professional
- c. Last Notable Activity\_Had a Phone Conversation
- d. Total Time Spent on Website

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.

- a. Answer: During the time when the company has reached its target for a quarter before the deadline and wants to minimize useless phone calls, they should focus on identifying the leads with lower predicted probabilities of conversion and avoid calling them unless it is absolutely necessary. They can also use other channels of communication, such as email or messaging, to communicate with these leads instead of making phone calls. This will help minimize the rate of useless phone calls and allow the sales team to focus on other important tasks.