

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

Solution:

Based on the coefficient values from below screenshot, the following are the top three variables that contribute most towards the probability of a lead getting converted :

- 1) Lead origin_Lead Add Form
- 2) Lead Source_Welingak Website
- 3) Occupation_Working Professional

Do Not Email	-42.0
Total Time Spent on Website	38.0
Lead Origin_Landing Page Submission	-36.0
Lead Origin_Lead Add Form	100.0
Lead Source_Olark Chat	39.0
Lead Source_Welingak Website	88.0
Last Activity_Email Opened	26.0
Last Activity_Olark Chat Conversation	-22.0
Last Activity_Other Activity	80.0
Last Activity_SMS Sent	67.0
Last Activity_Unreachable	30.0
Last Activity_Unsubscribed	50.0
Specialization_Hospitality Management	-36.0
Specialization_Others	-35.0
Occupation_Unknown	-39.0
Occupation_Working Professional	86.0

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?

Solution:

Again, based on the coefficient values from the screen shot in the question above, the following are the top three categorical/dummy variables that should be focused the most in order to increase the probability of lead conversion :

- 1) Lead origin_Lead Add Form
- 2) Lead Source_Welingak Website
- 3) Occupation_Working Professional

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.

Solution:

In the below image, the final prediction is calculated based on a optimal cut off value of 0.37.

In order to make the sales aggressive, the company may contact all the leads which have a conversion probability (value = 1) under a cut off 0.3 (column 0.3 highlighted in yellow).

[illegible]

- ## Solution:

[illegible]