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

Answer: Top variables :

- Tags(Lost to EINS or Will revert after reading Email)
- Lead Origin(Lead Add Form)
- Lead Source(Welingak website)
- Last Notable Activity(Olark chat conversation)
- 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?

Answer: Top 3 variables with their coefficient are:

Variable	coefficient
Tags_Lost to EINS	6.2144
Tags_Will revert after reading the email	4.8671
Lead Origin_Lead Add Form	4.1562

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: Phone call to potential Leads should be made if:

Tags is ‘Lost to EINS’ or ‘Will revert after reading email’
Lead Origin is ‘Lead Add form’
Lead source is ‘Welingak website’
Last activity is ‘SMS Sent’
Last Notable activity is ‘Olark chat conversation’
Time spent on website is more

Basically lead score is higher than 30 (cutoff probability) so this time should be utilized to convert maximum leads.

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: This time focus should be on SMS and automated mails so calling won’t be required still utilizing time for maximum conversion