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

based on the absolute coefficient values the top 3 valriables are

Do Not Email -1.282473

Total Time Spent on Website 1.105197

Lead Origin\_Landing Page Submission -1.119776

Lead Origin\_Lead Add Form 3.328977

Lead Source\_Olark Chat 1.108178

Lead Source\_Welingak Website 3.320658

Last Activity\_Email Opened 0.550085

Last Activity\_Olark Chat Conversation -1.143358

Last Activity\_Other\_Activity 2.314254

Last Activity\_SMS Sent 1.731460

Specialization\_Others -1.188214

What is your current occupation\_Working Professional 2.685292

Lead Origin\_Lead Add Form

Lead Source\_Welingak Website

Last Activity\_Other\_Activity

1. 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?

based on the absolute coefficient values the top 3 valriables are

Lead Origin\_Lead Add Form

Lead Source\_Welingak Website

Last Activity\_Other\_Activity

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

0.34. In order to make the sales aggressive the company might be better off if they contact the follow up frequently with the customer which have high lead score with 100 or close to 100(80 and above) or final predicted probability of 1 or a combination of both.

1. 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 conversion probability (value = 1 highlighted in yellow color) under column 0.7. However, the flipside here would be that, we may miss out on those leads that are actually converted but then the model wrongly predicted them as not converted. (See red highlights in the image below). This should not be a major cause for concern as the target has already be achieved.