

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 :

- a) Welingak Website (from Lead Source)
- b) Working Professional (from Current Occupation)
- c) Total Time Spent on Website

|  | coef    |
|--|---------|
| const  | -2.6908 |
| Do Not Email                                 | -1.5288 |
| TotalVisits                                  | -0.5381 |
| Total Time Spent on Website                  | 3.7322  |
| LeadOrigin_API                               | -0.0188 |
| LeadOrigin_Lead Import                       | 0.3242  |
| LeadSource_Olark Chat                        | 0.6801  |
| LeadSource_Welingak Website                  | 4.8295  |
| LastActivity_Converted to Lead               | -1.6025 |
| LastActivity_Olark Chat Conversation         | -1.3613 |
| LastActivity_SMS Sent                        | 1.2112  |
| CurrentOccupation_Other                      | 1.7281  |
| CurrentOccupation_Student                    | 1.5820  |
| CurrentOccupation_Unemployed                 | 1.3338  |
| CurrentOccupation_Working Professional       | 4.0658  |
| LastNotableActivity_Had a Phone Conversation | 2.7735  |
| LastNotableActivity_Unreachable              | 1.9341  |

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 :

- a) Welingak Website (from Lead Source)
- b) Working Professional (from Current Occupation)
- c) Had a Phone Conversation (from Last Notable Activity)

[illegible]

- Solution:**

[illegible]