

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

Ans:

1. Total Visits

Positively correlated

The more, the number of visits, more is the possibility of the customers getting converted.

2. Total Time Spent on Website

Positively correlated

More the time spent on the website, higher the probability of the lead converting into a customer

3. Last Notable activity\_ SMS sent

It is the important feature which should be focus

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?

Ans:

The top three variables in my model, that should be focused are mentioned below:

1. Last Activity\_SMS Sent (positively)
2. Last Activity\_Olark Chat Conversation (negatively)
3. Lead Source\_Olark Chat (positively)

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.

Ans:

We can generate this new set of leads by altering the value of cut-off so as to include more leads as the hot leads from our regression model.

Providing interns a ready model

Start sending SMS and making calls repetitively, Try to get more familiar with them, discussing their problem, background, looking their financial condition

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.

Ans:

we can generate this new set of leads by altering (moving up) the value of cut off so as to discard lower conversion rate probable leads from our Logistic Regression Model

Not focusing on the unemployed i.e filtering out the unemployed from the possible sales leads.