Logistic Regression Exercise Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   a. Lead Origin_Lead Add Form
   b. What is your current occupation_Working Professional
   c. Total 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?
   a. Lead Source
   b. Lead Origin
   c. What is your current occupation

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.
   a. Focus on leads who have spent a lot of time on the website
   b. Focus on leads with repeated visits to the website
   c. Focus on references as these would have the benefit of word to mouth marketing
   d. Students can be kept as the 4th option

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.
   a. Do not focus on leads under the unemployment variable
   b. Do not focus on multiple repeats at contacting leads if the response is low