

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

– The top three variables in our model which contribute to finding the leads getting converted are:

1. Total Visits

2. The total time spent on the Website

3. Lead Origin.

**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?**

– The top 3 categorical variables in the model which should be focused on are:

1. Last Activity SMS Sent -positively impacting

2. Last Activity Olark Chat Conversation -negatively impacting

3. Lead Source Olark Chat -negatively impacting

**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 (ie. 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.**

– The best approach would be:

- The primary focus should be on high potential leads to be able to convince the customer and generate revenue.
- The interns in the first week should get the refurbished or low potential leads in the beginning so that they can practise on how to pitch the customer hence get trained better.
- The high potential leads should be taken care of by the trained professionals hence increasing the chance of conversion and making sales.
- With the help of logistic regression model we should be able to determine the hot leads which have higher conversion chance.

**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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

– The best way to handle this situation is to:

- Focus only on calling the high potential leads and avoiding refurbished ,low potential leads during this phase.
- Technically, 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.
- Thus with minimal efforts there will be a fair chance of conversions.