Subjective Questions

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

These are the top 3 variables that contribute most towards the probability of a lead getting converted:
- Lead Source Welingak Website

- Lead Source Reference

- What is your current occupation_working professionals.

	coef
const	-0.0376
Do Not Email	-1.5218
Total Time Spent on Website	1.0954
Lead Origin_Landing Page Submission	-1.1940
Lead Source_Olark Chat	1.0819
Lead Source_Reference	3.3166
Lead Source_Welingak Website	5.8115
Last Activity_Olark Chat Conversation	-0.9613
Last Activity_Other Acitivity	2.1751
Last Activity_SMS Sent	1.2942
Specialization_Others	-1.2025
What is your current occupation_Working Professional	2.6083
Last Notable Activity_Modified	-0.9004

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

- Lead Source_Olark Chat from lead source
- Lead Source_Reference from lead source
- Last Activity_Other Activity from Last Activity

- Total time spent on Website

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.

The optimal cutoff values is 0.36 , Considering the 0.3 columnSo by contacting all the leads with predicted value 1 can increase in conversion

	Converted	Converted_prob	Prospect ID	predicted	0.0	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9
0	0	0.196697	3009	0	1	1	0	0	0	0	0	0	0	0
1	0	0.125746	1012	0	1	1	0	0	0	0	0	0	0	0
2	0	0.323477	9226	0	1	1	1	1	0	0	0	0	0	0
3	1	0.865617	4750	1	1	1	1	1	1	1	1	1	1	0
4	1	0.797752	7987	1	1	1	1	1	1	1	1	1	0	0
5	1	0.744001	1281	1	1	1	1	1	1	1	1	1	0	0
6	0	0.100027	2880	0	1	1	0	0	0	0	0	0	0	0
7	1	0.965845	4971	1	1	1	1	1	1	1	1	1	1	1
8	1	0.854512	7536	1	1	1	1	1	1	1	1	1	1	0
9	0	0.768071	1248	1	1	1	1	1	1	1	1	1	0	0

Even considering these group of people can lead to higher sales.
- Customers who spend on time on X-Education Site(Total Time Spent on Website)

- There are target leads who visit the page or site frequently, due to may reasons I.e. either to compare courses from one site to the other so that would be one reason for more number of visits. The interns should target those group of people and provide them with huge number of positive points in-order to increase the conversion.

- Targets with reference are already on higher probability of converting.

- We can approach unemployed as they can upgrade them selves for very good options.

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.

- Do not focus on students, as they are still studying so they would be in a confused state to take a course which is designed for working professionals
- Unemployed have a chance of facing issues with the budget to spend on the course