

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) Total Time Spent on Website
- b) Lead Add Form (from Lead Origin)
- c) Had a Phone Conversation (from Last Notable Activity)

	coef
const	-2.5028
Do Not Email	-1.1452
TotalVisits	1.7397
Total Time Spent on Website	4.5109
Page Views Per Visit	-0.8591
LeadOrigin_Lead Add Form	3.6099
LeadSource_Olark Chat	1.4653
LeadSource_Welingak Website	2.0660
LastActivity_Email Opened	0.5006
LastActivity_Olark Chat Conversation	-0.6438
LastActivity_SMS Sent	1.6955
CurrentOccupation_No Information	-1.2447
CurrentOccupation_Working Professional	2.6123
LastNotableActivity_Had a Phone Conversation	3.5184
LastNotableActivity_Modified	-0.5330
LastNotableActivity_Unreachable	2.0055

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:

Based on the coefficient values from the screen shot below, 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) Lead Add Form (from Lead Origin)
- b) Had a Phone Conversation (from Last Notable Activity)
- c) Working Professional (from What is your current occupation)

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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.

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.