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

    I. What is your current occupation: Both the parameters, “What is your current occupation_Unemployed”, “What is your current occupation_Working Professional”, have positive coefficients.
    II. Lead Source: “Lead Source_Welingak Website” & “Lead Source_Olark Chat”
    III. Lead Origin: “Lead Origin_Lead Add Form” class has the highest positive coefficient.

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?

    I. “Lead Origin_Lead Add Form”, with coefficient value of 3.58 and odds of 35.61.
    II. “What is your current occupation_Working Professional”, with coefficient value of 3.53 and odds of 34.16.
    III. “Lead Source_Welingak Website”, with coeffiecient value of 2.61 and odds of 13.58.

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.

    - We can use Lead Scores predicted by the model to solve this problem.
    - The leads with scores greater than, say 60/70, can be handled by the fresh interns, these leads don’t need too much prompting, otherwise it could have a negative effect.
    - For the leads with scores greater than say 80/90, regular e-mail form of communication and making calls only when necessary, may prove sufficient.
    - Since the sales team want to convert all the potential leads, the leads near the cut-off, 35 as per the model, can be handled by calls from interns with experience or could be handled by the sales team directly, these leads need careful monitoring or else they could be lost.

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.

    - We can use Lead Scores predicted by the model to solve this problem.

- Since the company want to make phone calls only when it’s extremely necessary, for the leads with scores greater than, say 80, they can keep the frequency of phone calls very low and only when extremely necessary, regular e-mail form of communication may prove sufficient.
- For the leads with scores say 50-80, the sales team can devise a strategy which is a balance between e-mail communication and phone calls.
- For the leads with scores near the cut-off, 35 as per the model, phone calls are a necessary, the company needs to strategize at what stages they need to make phone calls and what will be the necessary frequency of the phone calls to convert the leads.