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 screeshot, 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 Origin_Lead Add Form
   c) What is your current occupation_Working Professional

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Total Time Spent on Website                          4.5698
Lead Origin_Landing Page Submission                 -0.1730
Lead Origin_Lead Add Form                            4.1270
Lead Source_Direct Traffic                          -0.2143
Lead Source_Olark Chat                               1.1524
Lead Source_Reference                               -0.9007
Do Not Email_Yes                                    -0.9702
Last Activity_Converted to Lead                     -0.4442
Last Activity_Email Bounced                         -0.5277
Last Activity_Email Opened                           0.4983
Last Activity_Olark Chat Conversation               -0.9396
Last Activity_SMS Sent                               0.8931
What is your current occupation_No Information      -1.4369
What is your current occupation_Unemployed          -0.2337
What is your current occupation_Working Professional 2.1363
A free copy of Mastering The Interview_Yes          -0.0403
Last Notable Activity_Email Opened                  -0.5194
Last Notable Activity_Modified                      -0.8326
Last Notable Activity_SMS Sent                       0.5255
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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:

   Again, based on the coefficient values from the screen shot in the question above, 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 Origin_Lead Add Form
   b) What is your current occupation_Working Professional
   c) Lead Score_Olark Chat

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.

Solution:
The final prediction is calculated based on a optimal cut off value of 0.38.

In order to make the sales aggressive, the company may contact all the leads which have a conversion probability (value = 1) under a cut off 0.3

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.

   Solution:
   In order to minimize the rate of useless phone calls, the company may contact all the leads which have a conversion probability (value = 1) under column 0.7.