

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

Answer:

	coef	std err	z	P> z	[0.025	0.975]
const	-3.4345	0.113	-30.511	0.000	-3.655	-3.214
TotalVisits	5.7276	1.459	3.926	0.000	2.868	8.587
Total Time Spent on Website	4.6142	0.166	27.753	0.000	4.288	4.940
Lead Origin_lead add form	3.7570	0.225	16.676	0.000	3.315	4.199
Lead Source_olark chat	1.5780	0.111	14.159	0.000	1.360	1.796
Lead Source_welingak website	2.5828	1.033	2.501	0.012	0.558	4.607
Do Not Email_yes	-1.4412	0.170	-8.470	0.000	-1.775	-1.108
Last Activity_olark chat conversation	-1.3929	0.167	-8.330	0.000	-1.721	-1.065
Last Activity_sms sent	1.2616	0.074	17.108	0.000	1.117	1.406

According to the aforementioned table, the top three factors in our model that have the greatest effects on the likelihood that a lead will be converted are:

1. Total visits.
 2. Total time spend on the Website
 3. When the lead source was add form
- 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?

Answer:

Following 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:

1. Lead Origin_lead add form
 2. Last Activity_sms sent
 3. Lead Source_olark chat
- 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.

Answer:

The optimal strategy would be to aggressively cover the following category leads:

1. Leads who are spending a lot of time on the website.
 2. Leads who are frequently visiting the website
 3. Leads who are originated via add form and olark chat
 4. And, Last activity being SMS sent and olark chat conversation
- 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.

Answer: They can avoid making calls in these circumstances and only rely on automated calls and emails. Utilizing this method makes it simpler to convert while placing the fewest number of calls feasible, especially for leads with a very high conversion chance.