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

   The top 3 variables, as shown in the below screen shot are
   a. TotalVisits
   b. Total Time Spent on Website
   c. Lead Origin_Lead Add Form

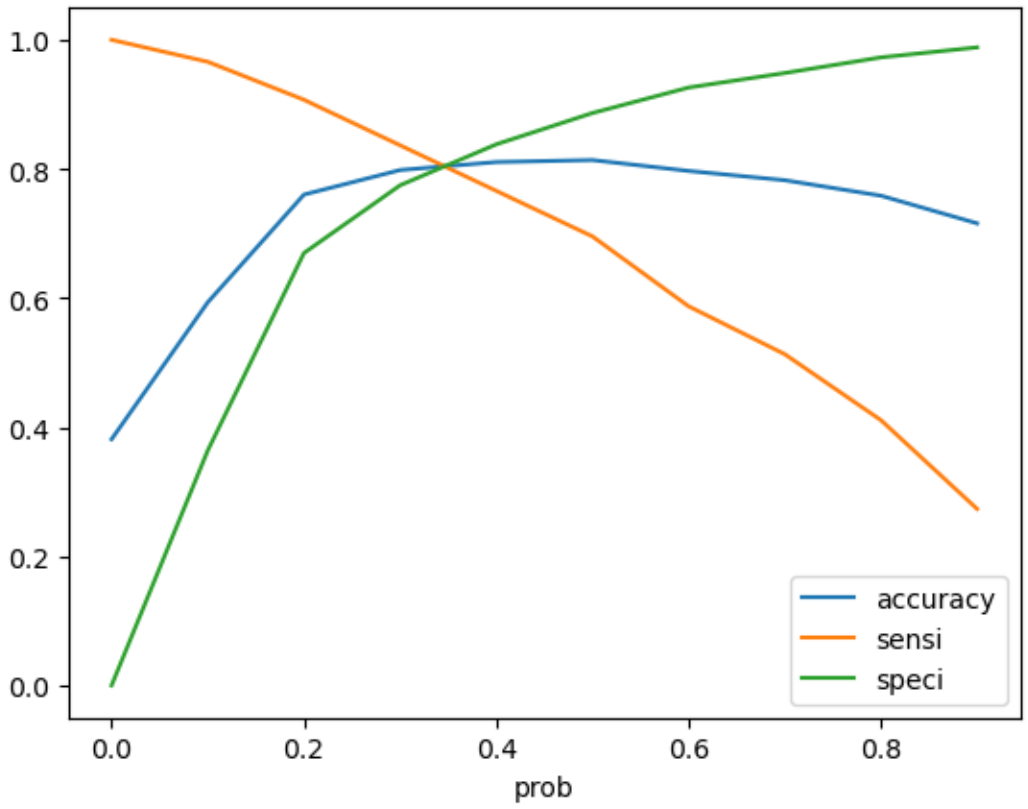
	coef
const	-0.9938
TotalVisits	7.6369
Total Time Spent on Website	4.5241
Lead Origin_Lead Add Form	3.9151
Lead Source_Olark Chat	1.2725
Lead Source_Welingak Website	1.9995
Do Not Email_Yes	-1.6528
Last Activity_Olark Chat Conversation	-1.0792
What is your current occupation_Working Professional	2.7591
Last Notable Activity_Email Link Clicked	-1.9097
Last Notable Activity_Email Opened	-1.3386
Last Notable Activity_Modified	-1.8444
Last Notable Activity_Olark Chat Conversation	-1.6369
Last Notable Activity_Page Visited on Website	-1.7810

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?

   The top 3 variables, as shown in the above screen shot are
   a. TotalVisits
   b. Total Time Spent on Website
   c. Lead Origin_Lead Add Form

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.

   Based on the accuracy, sensitivity, and specificity graph below, 0.37 is the cutoff. To make the sales aggressive, the company can contact the leads which have a conversion probability of 1 and 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.

   In order to minimize the rate of useless phone calls, the company can contact the leads which have a conversion probability of 1 with cutoff of as 0.7 or higher. However, the flipside is, we may miss out on those leads that are converted but then the model

wrongly predicted them as not converted. This should not be a major cause for concern as the target has already been achieved.