

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

Answer: What is your current occupation, Do not Email and Total Time Spent on Website are the top three variables that contribute the most towards the lead getting converted. As per the model, the variable and their coefficients are given below:

	coef	std err	z	P> z	[0.025	0.975]
const	-0.8957	0.101	-8.904	0	-1.093	-0.699
Current_Occupation_Working Professional	2.6562	0.186	14.251	0	2.291	3.022
Dont_email	-1.2383	0.174	-7.112	0	-1.58	-0.897
Total Time Spent on Website	1.0005	0.042	23.861	0	0.918	1.083
Lead Origin_Landing Page Submission	-0.4448	0.086	-5.163	0	-0.614	-0.276
Lead Source	0.2547	0.017	15.329	0	0.222	0.287

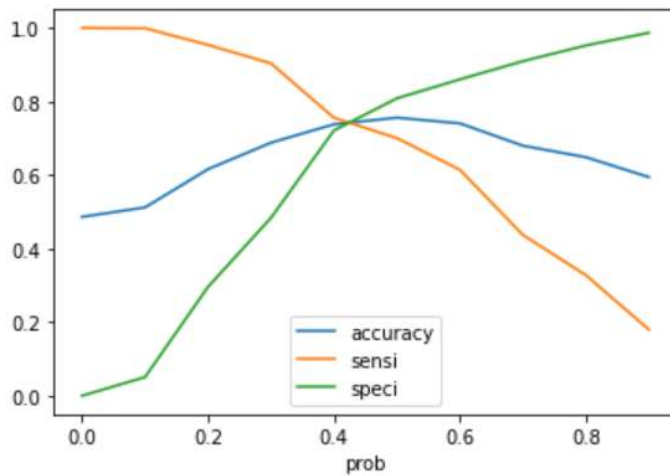
2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Answer: The top 3 categorical variables that should be focused on to increase the probability of conversion are:

- What is your current occupation – Working professional has the most impact on the model
- Do not Email – This has a negative coefficient. So the probability of conversion is lower than the probability of conversion not happening. So do not focus on leads that have chosen this option as Yes
- Lead Origin – and the option Landing Page Submission has a negative coefficient. So the probability of conversion is lower than the probability of conversion not happening. So do not focus on leads for which the lead originated from Landing Page Submission.

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.

Answer: The optimal cutoff point was chosen based on the following plot



We can see that sensitivity increases when cutoff probability is decreased. So the company can set the cutoff probability to a lower value, say, 0.3, 0.2, etc., which will give a bigger pool of potential leads that might get converted. The additional interns available could be used to call up the increased pool of leads. This will increase the sensitivity rate as well and hence the conversion rate.

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.

Answer: The cut-off probability could be set to a higher value say, 0.5 or 0.6. This will give a smaller pool of potential leads. So the company can call up a lesser number of potential leads.