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

Answer: Lead Origin\_Lead Add Form 3.6493

Lead Source\_Welingak Website 2.8467

Last Notable Activity\_Unreachable 2.5127

1. 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: Same as above, as all three above are categorical/dummy variables.

1. 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: As we have optimal cutoff at 0.37. So the sales team can call to all the leads at a cut off value of 0.3.

1. 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: During this time sales team can call only to leads at cut off point at 0.8. But here we might miss lot of leads who might convert.