

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

Solution:

As per the coefficient values from the below screenshot, the top three variables which contribute most towards the probability of a lead getting converted are:

- i) TotalVisits
- ii) Total Time Spent on Website
- iii) Lead Origin\_Lead Add Form

	coef	std err	z	P> z	[0.025	0.975]
<b>const</b>	0.2040	0.196	1.043	0.297	-0.179	0.587
<b>TotalVisits</b>	11.1489	2.665	4.184	0.000	5.926	16.371
<b>Total Time Spent on Website</b>	4.4223	0.185	23.899	0.000	4.060	4.785
<b>Lead Origin_Lead Add Form</b>	4.2051	0.258	16.275	0.000	3.699	4.712
<b>Lead Source_Olark Chat</b>	1.4526	0.122	11.934	0.000	1.214	1.691
<b>Lead Source_Welingak Website</b>	2.1526	1.037	2.076	0.038	0.121	4.185
<b>Do Not Email_Yes</b>	-1.5037	0.193	-7.774	0.000	-1.883	-1.125
<b>Last Activity_Had a Phone Conversation</b>	2.7552	0.802	3.438	0.001	1.184	4.326
<b>Last Activity_SMS Sent</b>	1.1856	0.082	14.421	0.000	1.024	1.347
<b>What is your current occupation_Student</b>	-2.3578	0.281	-8.392	0.000	-2.908	-1.807
<b>What is your current occupation_Unemployed</b>	-2.5445	0.186	-13.699	0.000	-2.908	-2.180
<b>Last Notable Activity_Unreachable</b>	2.7846	0.807	3.449	0.001	1.202	4.367

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:

As per the coefficient values from the above screenshot, the top three categorical/dummy variables which contribute most towards the probability of a lead getting converted are:

- i) Lead Add Form (from Lead Origin)
- ii) Unreachable (from Last Notable Activity)
- iii) Had a Phone Conversation ( from Last Activity)



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.