

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

⇒ In my model, the first three variables that contribute most towards the probability of a lead getting converted are:

- ❖ Total Time Spent on Website
- ❖ Total Visit
- ❖ Last Activity\_SMS Sent

**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 first three variables of interest in my model are:

- ❖ Last Activity\_SMS sent (positive effect)
- ❖ Last Activity\_Olark Chat Conversation (negative effect)
- ❖ Lead Source\_Olark Conversation (negative effect)

Summary. They should focus on sending more SMS notifications and improve Olark Chat service to increase conversion rate.

**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.**

⇒ A Good strategy will be :

- Focus on a broad spectrum of lead audience (expectations will be slightly lower)
- We can build this new system with different (downward) customers, including many executives at the Top Level. Guided by our Logistic Regression Model
- By doing this, we will make better use of resources and increase the chance of conversion of lower variable leads.

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.**

⇒ So during this time the company's goal is not to call unless absolutely necessary, for example, they want to reduce the likelihood of unwanted calls. Show the strategies they should use at this stage.

Good idea will be:

- Focus on the narrow set of lead audience (discarding lower conversion probable leads)
- We can create this by changing (moving) the cutoff value from the new lead group to do it with Alt. conversions are ignored by our Logistic Regression Model
- In doing so, we will use minimal effort and still get conversions Fair trade.