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

Ans.

The coefficients represents the weight of the varaibile. From model the top three variables are :

* 1. LeadOrigin\_Lead Add Form
  2. LeadSource\_Welingak Website
  3. LastActivity\_Had a Phone Conversation

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?

Ans.

The top three variables that I got are dummy variables and so the solution is same as above

* 1. LeadOrigin\_Lead Add Form
  2. LeadSource\_Welingak Website
  3. LastActivity\_Had a Phone Conversation

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.

Ans.

We have categorized the data into three types – ‘Hot’, ‘Cold’ and ‘Medium’. We can target the category of Hot Leads and can call them to convert them to potential customers by explaining the details and giving detailed info. Once we are done with ‘Hot’ customers then target medium and then cold and try to convert them as potential customers.

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.

Ans,

First as we want to minimize the rate of useless calls, we should not consider calling the lead type – cold, as there is minimum chance of getting converted as customer. We should always target Hot and medium customers that are very near to Hot customers in Lead score.