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

Answer: These are top 3 variables which has contributed most towards the probability of a lead getting converted are:

* **Lead Origin**
* **Lead Source**
* **Last Notable Activity**

We selected these 3 variables based on their coefficients and VIF values in the final model after scaling. These 3 variables have high coefficients and low VIF.

Lead origin has 3.17 coefficients and 1.51 VIF.

Lead Source has 2.96 coefficients and 1.51 VIF.

Lead Notable Activity has 2.95 coefficients and 1.51 VIF.

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: To increase the probability these are top 3 dummy variables which will increase the probability of a lead getting converted are:

* **Lead Origin\_Lead Add Form**
* **Lead Source\_Welingak Website**
* **Last Notable Activity\_Unreachable**

All these 3 dummy variables have high coefficients and low VIF. These 3 variables makes the most impact in increasing the probability.

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:

The good strategy to consider leads who have 35%+ probability of getting converted and call them up. It would lead in getting more people converted as 35% probability leads also have good chances of get converted.

So for these 2 months when we have extra 10 heads working on getting leads converted we can reach out to all the leads who have more than 35% of probability.

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:

In this case good strategy would be to consider only those leads who have probability more than 80% as these leads would definitely get converted. When we are short of sales rep we can only go ahead with those leads which has the highest probability.