

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

- Lead Origin\_Lead Add Form
  - i. Positive effect - with coefficient of 5.14, when lead Origin is “Add form” then lead tends to be converging.
- Lead Quality\_Worst
  - i. Negative effect I - with coefficient of -5.8, when lead Quality is “Worse ” then lead tends to be not converging.
- Lead Quality\_Not Sure
  - i. Negative effect - with coefficient of -3.5, when lead Quality is “Not sure” then lead tends to be not converging.

**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?**

- Following three categorical variables in the model which has positive effect, i.e gives direction towards probability 1.
  - i. Total Time Spent on Website
  - ii. Lead Origin
  - iii. Lead Activity

**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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

- Employees should be focusing on the metrics which have a positive effect on converging the lead.
- Here are metrics which have positive effect :
  - i. Total Time Spent on Website
  - ii. When Lead Origin is ‘Lead Add Form’
  - iii. When Lead Source is ‘Olark Chat’
  - iv. When Last Activity is ‘SMS Sent’
  - v. When your current occupation is ‘Working Professional’.
- Check the data for above conditions and if the condition satisfies then call that particular customer to maximize the conversion rate. It has TPR of 0.84 (84% times you will predict correct)

**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.**

- Following columns and values has negative effect on converging, so we need to avoid these customers if they satisfy these data points
  - i. When Lead Quality is 'Worst', 'Not Sure', 'May be', 'Low in relevance'
  - ii. When you have 1 in 'Do not email' column.