#### **Logistic Regression**

#### **Assignment-based Subjective Questions & Answers:**

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

Based on the coefficients from the logistic regression model, the top three variables contributing to the probability of a lead getting converted are:

1. We see ‘Lead Origin\_Lead Add Form’ indicates a strong positive impact on the conversion.
2. Then we have ‘What is your current occupation\_Working Professional’, which shows a significant feature of the conversion the model.
3. Here we have a feature ‘Lead Source\_Welingak Website’, having a highly significant feature showing the leads from the source and more likely to convert.

#### **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 top three categorical variables that should be focused on to increase the probability of lead conversion are:

1. Lead Source\_Welingak Website: Leads coming from the "Welingak Website" have a strong positive association with conversion.
2. Total Time Spent on Website: More time spent on the website signals higher engagement and interest, boosting the likelihood of lead conversion.
3. Lead Origin\_Lead Add Form: This variable has a substantial positive effect, meaning leads originating from the "Lead Add Form" are highly likely to convert.

#### **3. Strategy to Aggressively Convert Leads During Internship Period**

During the two-month internship period, when the sales team has additional interns, the company should adopt an aggressive conversion strategy:

* Prioritize High-Scoring Leads: Focus on leads with high scores, particularly those likely to engage after reading emails.
* Targeted Communication: Concentrate communication efforts (phone calls, emails) on prioritized leads to drive engagement.
* Utilize Interns for Personalized Outreach: Assign interns to follow up with these leads through personalized calls and tailored email campaigns for a stronger connection.
* Maximize Interns' Availability: Ensure interns actively engage with potential leads, boosting the chances of conversion during the internship period.

#### **4. Strategy to Minimize Calls When Target is Met**

When company has already met its quarterly target, the focus should shift towards minimizing unnecessary calls.

* Set Higher Lead Score Thresholds: After achieving the quarterly target, increase the lead score criteria to focus on those with the highest conversion probabilities.
* Reduce Unnecessary Calls: Limit outreach efforts to only those leads that show strong potential, allowing the team to use their time more efficiently.
* Refine Future Lead Nurturing: Use this time to enhance strategies for nurturing leads in the future, ensuring a more effective approach down the line.
* Maintain Relationships with Converted Leads: Prioritize maintaining connections with previously converted leads, ensuring ongoing satisfaction and potential for future referrals or upsells.