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

Solution: I would recommend concentrating on the top five variables rather than three. As per the coefficient values from the final model screenshot, the top five variables that contribute the most towards the probability of a lead getting converted are:

- 1. Total Visits
- 2. Total Time Spent on Website
- 3. Lead Add Form (from Lead Origin)
- 4. Unreachable (from Last Notable Activity)
- 5. Had a Phone Conversation (from Last Activity)



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?

Solution: As per the previous screenshot of coefficient values we can easily determine top 3 categorical/dummy variables to be focussed upon.

- Lead Origin
- 2. Last Notable Activity
- 3. Current Occupation

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.

Solution: Well if more interns/manpower are hired then during this phase it should be advisable to have a aggressive approach towards lead generation. As per the conversion probability, the cut off 0.30 and below should be targeted first. Then aggressively march towards 0.50 -0.70.

	Converted	Conversion_Prot	Predicted	0.0	Ø. 1	Ø. 2	Ø.3	0.4	ø.5	Ø. 6	Ø.7	Ø. 8	Ø.9	final_predicted
0	0	0.300117	. 0	1	1	1	1	0	0	0	0	0	0	0
1	0	0.142002	2 0	1	1	0	0	0	0	0	0	0	0	0
2	1	0.127629	0	1	1	0	0	0	0	0	0	0	0	0
3	1	0.291558	0	1	1	1	0	0	0	0	0	0	0	0
4	1	0.954795	j 1	1	1	1	1	1	1	1	1	1	1	1
5	0	0.194428	0	1	1	0	0	0	0	0	0	0	0	0
6	0	0.178073	0	1	1	0	0	0	0	0	0	0	0	0
7	1	0.949460	1	1	1	1	1	1	1	1	1	1	1	1
8	0	0.075995	. 0	1	0	0	0	0	0	0	0	0	0	0
9	1	0.982318	i 1	1	1	1	1	1	1	1	1	1	1	1
10	0	0.331558	0	1	1	1	1	0	0	0	0	0	0	0
11	0	0.117490	0	1	1	0	0	0	0	0	0	0	0	0
12	1	0.944915	j 1	1	1	1	1	1	1	1	1	1	1	1
13	1	0.448764	. 0	1	1	1	1	1	0	0	0	0	0	1
14	0	0.573898	1	1	1	1	1	1	1	0	0	0	0	1
15	1	0.987348	i 1	1	1	1	1	1	1	1	1	1	1	1
16	1	0.718467	1	1	1	1	1	1	1	1	1	0	0	1
17	1	0.865844	1	1	1	1	1	1	1	1	1	1	0	1
18	1	0.804641	1	1	1	1	1	1	1	1	1	1	0	1
19	1	0.864328	1	1	1	1	1	1	1	1	1	1	0	1

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.

Solution: A reverse strategy should be applied for this duration. As company doesn't want to make unnessary phone calls the lead should be focussed on the ones having high conversion probability. As per the conversion probability, the cut off 0.70 and above should be targeted first.

	Converted	Conversion_Prob	Predicted	0.0	Ø. 1	Ø. 2	Ø.3	0.4	Ø.5	Ø. 6	Ø.7	Ø.8	ø.9	final_predicted
0	0	0.300117	0	1	1	1	1	0	0	0	0	0	0	0
1	0	0.142002	0	1	1	0	0	0	0	0	0	0	0	0
2	1	0.127629	0	1	1	0	0	0	0	0	0	0	0	0
3	1	0.291558	0	1	1	1	0	0	0	0	0	0	0	0
4	1	0.954795	1	1	1	1	1	1	1	1	1	1	1	1
5	0	0.194426	0	1	1	0	0	0	0	0	0	0	0	0
6	0	0.178073	0	1	1	0	0	0	0	0	0	0	0	0
7	1	0.949460	1	1	1	1	1	1	1	1	1	1	1	1
8	0	0.075995	0	1	0	0	0	0	0	0	0	0	0	0
9	1	0.982316	1	1	1	1	1	1	1	1	1	1	1	1
10	0	0.331556	0	1	1	1	1	0	0	0	0	0	0	0
11	0	0.117490	0	1	1	0	0	0	0	0	0	0	0	0
12	1	0.944915	1	1	1	1	1	1	1	1	1	1	1	1
13	1	0.448764	0	1	1	1	1	1	0	0	0	0	0	1
14	0	0.573896	1	1	1	1	1	1	1	0	0	0	0	1
15	1	0.987346	1	1	1	1	1	1	1	1	1	1	1	1
16	1	0.718467	1	1	1	1	1	1	1	1	1	0	0	1
17	1	0.865844	1	1	1	1	1	1	1	1	1	1	0	1
18	1	0.804641	1	1	1	1	1	1	1	1	1	1	0	1
19	1	0.864328	1	1_	1	1	1_	1	1	1	1	1	0	1