

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)

	Features	VIF
9	What is your current occupation_Unemployed	2.82
1	Total Time Spent on Website	2.00
0	TotalVisits	1.54
7	Last Activity_SMS Sent	1.51
2	Lead Origin_Lead Add Form	1.45
3	Lead Source_Olark Chat	1.33
4	Lead Source_Welingak Website	1.30
5	Do Not Email_Yes	1.08
8	What is your current occupation_Student	1.06
6	Last Activity_Had a Phone Conversation	1.01
10	Last Notable Activity_Unreachable	1.01

	coef	std err
const	0.2040	0.196
TotalVisits	11.1489	2.665
Total Time Spent on Website	4.4223	0.185
Lead Origin_Lead Add Form	4.2051	0.258
Lead Source_Olark Chat	1.4526	0.122
Lead Source_Welingak Website	2.1526	1.037
Do Not Email_Yes	-1.5037	0.193
Last Activity_Had a Phone Conversation	2.7552	0.802
Last Activity_SMS Sent	1.1856	0.082
What is your current occupation_Student	-2.3578	0.281
What is your current occupation_Unemployed	-2.5445	0.186
Last Notable Activity_Unreachable	2.7846	0.807

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.

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

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.

[illegible]