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

   ANSWER:-

Total Time Spent on Website	4.53
Lead Origin_Lead Add Form	3.43
What is your current occupation_Working Professional	2.58
Lead Source_Welingak Website	2.57
Last Notable Activity_SMS Sent	2.02
Last Notable Activity_Others	1.48
Lead Source_Olark Chat	1.23
TotalVisits	1.22
Last Activity_Others	0.57
Last Activity_Email Opened	0.48
Lead Origin_Landing Page Submission	-1.04
Last Activity_Olark Chat Conversation	-1.06
Specialization_Not Available	-1.08
Do Not Email	-1.70

   Based on the coefficients of the variables used for the final model we can say that the following 3 variables contribute the most towards the probability of a lead getting converted :-

   - Total Time Spent on Website
   - Lead Origin_Lead Add Form
   - What is your current occupation_Working Professional

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?

   ANSWER:-
   As per the diagram above, the top-3 categorical/dummy variables which should be focused the most in order to increase the probability of lead conversion based on our final model are:-

   - Lead Origin_Lead Add Form
   - What is your current occupation_Working Professional
   - Lead Source_Welingak Website

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.

ANSWER:-
The current scenario has enabled the company to inject manpower into their company. Hence, more manpower would mean a greater number of calls can be handled and so a greater number of potentially “hot leads” can be converted into students for their organization.

So, one of the ways to address this situation would be to decrease the cut-off for our model in order to increase its sensitivity ,this in turn would lead to an increase in the incisiveness by which the model is able to identify the leads that can be converted into a student. This increased number of leads can then be given for the interns to handle.

Secondly, based on our EDA and the value of coefficients of our model we can say that targeting people who:-

- Spend a good amount of time on the website.
- Came to know about the product via references or the Welingak Website
- People who have opted to get e-mail notifications and those who have not opted for a free copy.

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.

   ANSWER:-

   At times like these, the sales team will be making even fewer calls then before. So, hence increasing the cut-off and in turn increasing the specificity should be prioritized for the model. So that only the leads with really high probability of getting converted are focused on.