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

**ANS:**

1. Lead Source\_Welingak Website, ( const=6.3)
2. Lead Source\_Reference, (const=3.2)
3. What is your current occupation\_Working Professional (const=2.4082)
4. Last Activity\_Had a Phone Conversation, (const=2.5)

“What is your current occupation\_Working Professional” is chosen as third over “Last Activity\_Had a Phone Conversation” as constants are almost equal but, p value of “What is your current occupation\_Working Professional” is better than “Last Activity\_Had a Phone Conversation” (0 vs 0.012)

1. 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?

**ANS:**

1. Lead Source\_Welingak Website
2. Lead Source\_Reference
3. What is your current occupation\_Working Professional
4. 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.

**ANS:** The company should make calls to the leads who have below features, has these have high positive coefficients

“Total Time Spent on Website” is more

Last Activity\_Email Opened

Last Activity\_Had a Phone Conversation

Lead Source\_Olark Chat

Lead Source\_Reference

Lead Source\_Welingak Website

What is your current occupation\_Working Professional

Last Notable Activity\_SMS Sent

1. 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.

Company should only make calls to the leads having below features, on decreasing priority. i.e most priority should be to item 1 than 2 etc

1. Lead Source\_Welingak Website
2. Lead Source\_Reference
3. Last Activity\_Had a Phone Conversation
4. What is your current occupation\_Working Professional
5. Last Notable Activity\_SMS Sent
6. Last Activity\_Unsubscribed
7. Total Time Spent on Website
8. Lead Source\_Olark Chat
9. Last Activity\_Email Opened

And company should not call the leads having below features, as these have negetive coefficients

1. Last Activity\_Olark Chat Conversation
2. Lead Origin\_Landing Page Submission
3. Specialization\_Others
4. Do Not Emai