

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

Solution:

The following are the top three factors that influence the likelihood of a lead being converted the most, according to the coefficient values from the below screenshot:

- Amount of time spent on the website.
- Have a phone conversation;
- Lead Add Form (from Lead Origin) (from Last Notable Activity)

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const	-2.3134
Do Not Email	-1.1067
TotalVisits	1.5038
Total Time Spent on Website	4.5275
LeadOrigin_Landing Page Submission	-0.3253
LeadOrigin_Lead Add Form	3.7313
LeadSource_Olark Chat	1.5706
LeadSource_Welingak Website	2.1406
LastActivity_Email Bounced	-0.9859
LastActivity_Not Sure	-1.5943
LastActivity_Olark Chat Conversation	-1.3427
LastActivity_SMS Sent	1.3544
CurrentOccupation_No Information	-1.3041
CurrentOccupation_Working Professional	2.6421
LastNotableActivity_Had a Phone Conversation	3.2904
LastNotableActivity_Unreachable	1.7567

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:

Again, based on the coefficient values from the screen shot in the question above, the top three categorical/dummy variables on which the most emphasis should be placed to raise the likelihood of lead conversion are as follows:

- Lead Add Form (from Lead Origin)
- Talked on the phone (from Last Notable Activity)
- Professionals in the workforce (from What is your current occupation)

[illegible]

