

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

<b>Dep. Variable:</b>	Converted	<b>No. Observations:</b>	3728
<b>Model:</b>	GLM	<b>Df Residuals:</b>	3714
<b>Model Family:</b>	Binomial	<b>Df Model:</b>	13
<b>Link Function:</b>	Logit	<b>Scale:</b>	1.0000
<b>Method:</b>	IRLS	<b>Log-Likelihood:</b>	-1741.0
<b>Date:</b>	Sun, 12 Mar 2023	<b>Deviance:</b>	3482.0
<b>Time:</b>	18:38:56	<b>Pearson chi2:</b>	3.95e+03
<b>No. Iterations:</b>	7	<b>Pseudo R-squ. (CS):</b>	0.3420
<b>Covariance Type:</b>	nonrobust		

	coef	std err	z	P> z	[0.025	0.975]
<b>const</b>	0.3648	0.269	1.356	0.175	-0.162	0.892
<b>TotalVisits</b>	0.4571	0.159	2.882	0.004	0.146	0.768
<b>Total Time Spent on Website</b>	4.0353	0.183	22.093	0.000	3.677	4.393
<b>Lead Source_Reference</b>	5.3182	0.601	8.852	0.000	4.141	6.496
<b>Do Not Email_Yes</b>	-1.4666	0.227	-6.448	0.000	-1.912	-1.021
<b>Last Activity_Email Link Clicked</b>	0.5891	0.300	1.965	0.049	0.002	1.177
<b>Last Activity_Email Opened</b>	0.7175	0.128	5.608	0.000	0.467	0.968
<b>Last Activity_Had a Phone Conversation</b>	2.7923	0.774	3.609	0.000	1.276	4.309
<b>Last Activity_SMS Sent</b>	1.5496	0.130	11.906	0.000	1.295	1.805
<b>Last Activity_Unreachable</b>	0.6283	0.385	1.634	0.102	-0.125	1.382
<b>Last Activity_Unsubscribed</b>	1.8260	0.525	3.477	0.001	0.797	2.855
<b>Specialization_Hospitality Management</b>	-0.6046	0.331	-1.824	0.068	-1.254	0.045
<b>What is your current occupation_Student</b>	-2.4377	0.372	-6.556	0.000	-3.166	-1.709
<b>What is your current occupation_Unemployed</b>	-3.2356	0.244	-13.253	0.000	-3.714	-2.757

Based on the coefficient values from above scree shot, the following are the top three variables that contribute most towards the probability of a lead getting converted :

- Reference(Lead Source)
- Total time spent on website
- Had a phone conversation(Lead Activity)

[illegible]

- For the company to save time on its resources, the company may contact all the leads which have a conversion probability (value = 1 ) under column 0.7. However, the down side here is that they will miss out on those leads that are actually converted but then the prediction was wrong. But since the target is achieved it can be ignored

[illegible]