

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

**Ans:** We can compute the top three variables in the model i.e., Model 5 that will contribute the most towards the probability of lead conversion by looking at the coefficients. With reference to the below list of coefficients, the top 3 variables are:

- Total time spent on Website
- Lead origin (Lead Add Form)
- What is your current occupation (Working professional)

	coef
const	-0.8036
Do Not Email	-1.2965
TotalVisits	0.9310
Total Time Spent on Website	4.5681
Lead Origin_Lead Add Form	3.8104
Lead Source_Olark Chat	1.5471
Lead Source_Welingak Website	2.1298
Last Activity_Converted to Lead	-0.8161
Last Activity_Email Bounced	-1.1244
Last Activity_Not Applicable	-1.7003
Last Activity_Olark Chat Conversation	-1.2704
What is your current occupation_Working Professional	2.3612
What matters most to you in choosing a course_not mentioned	-1.1409
Last Notable Activity_Email Link Clicked	-1.6291
Last Notable Activity_Email Opened	-1.3852
Last Notable Activity_Modified	-1.6510
Last Notable Activity_Olark Chat Conversation	-1.3905
Last Notable Activity_Page Visited on Website	-1.8210

**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?**

**Ans:** Based on the above snapshot, we can infer that variables with higher coefficients increase the probability of lead conversion. Here we are looking at categorical and dummy variables which include variables such as 'Lead Origin', 'Lead Source', 'Last Activity', 'What is your current occupation', 'What matters most to you in choosing a course', 'Last Notable Activity' and so on. Out of these, variables with high coefficient values 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.**

**Ans:** We think that the company's sales team and the interns should focus on leads based on their probability of conversion. That is, interns must contact leads who:

- Are working professionals
- Have filled the Lead Add Form
- Often visit the Welingak Website
- Have the most time spent on the website

The above-mentioned leads have the highest probability of conversion based on their coefficients.

- 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.**

**Ans:** The company should focus more on variables that have high conversion rate and footfall. That is, most leads visit the website more often. Therefore, regular improvements of the website and catchy offers (discounts) could improve the retention and increased call to action.

Similarly, automated emails and SMS chat bots can be installed as the leads spend most time on Welingak Website and Olark chats.

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