

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

Answer: Based on the coefficient values, the following are top three variables:

TotalVisits

Total Time Spent on Website

Lead Origin_Lead Add Form

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: Again based on the coefficient values, the following are the top 3 categorical/dummy variables that should be focused:

Lead Origin_Lead Add Form

Lead Source_Olark Chat

Last Activity_Had a Phone Conversation

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 final prediction is calculated on 0.41. In order to make the lead conversion more aggressive, take the probability as 1 in 0.4 column in final prediction.

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: In order to minimize the rate of useless phone calls, the company can contact all the leads which have a conversion probability = 1.