

Assignment Questions

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

Ans. The top three variables in my model, that contribute towards lead conversion are:

1. Total Time Spent on Website
2. Last Activity_SMS Sent
3. TotalVisit

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. The top three variables in my model, that should be focused are:

1. Last Activity_SMS Sent (positively impacting)
2. Last Activity_Olark Chat Conversation (negatively impacting)
3. Lead Source_Olark Chat (negatively impacting)

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. - To expand the target audience and include leads with slightly lower conversion probabilities.

- This can be achieved by adjusting the cutoff value in the Logistic Regression Model to include more leads as hot leads.
- By doing this, we can optimize resource utilization and increase the chances of converting leads with lower conversion probabilities.

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. A potential strategy could be:

- To narrow down the target audience and focus on leads with higher conversion probabilities.

- This can be achieved by adjusting the cutoff value in the Logistic Regression Model to exclude leads with lower conversion probabilities.

- By doing so, we can optimize our efforts and resources, while still achieving satisfactory conversion rates.