SUBJECTIVE QUESTIONS

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

   Answer

   The following are the top three (3) variables that contribute towards the probability of a lead getting converted:

   - Lead Source
   - Last Activity
   - Last notable activity

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

   The top three (3) categorical/dummy variables as per their coefficient that help increase the probabilities are:

Dummy Variable	Coefficient
Lead Source_Welingak Website	6.4336
Lead Source_Reference	4.2006
Last Activity_Had a Phone Conversation	2.6804

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 company can call potential leads if the following is met:

   - Lot of time is spent in the website. Hence the website can be made further interesting to enable them to return.
   - Repeated visitors.

- Last activity is primarily through SMS or Olark chat conversation
- Working professionals

The cut off probability is inferred at 0.35 to get a greater number of leads and identify those that belong to 0.2 or 0.1 thereby increasing the number of leads who can be called by phone.

The highlighted values in the below screenshot identifies the predicated ones (0) and their relevance in the final probability which has the same value of zero (0). This can help in converting those to leads.

	Converted	Conv_Prob	Conv_ID	Predicted	0.0	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	final_predicted
0	0	0.208428	433	0	1	1	1	0	0	0	0	0	0	0	0
1	1	0.862163	3132	1	1	1	1	1	1	1	1	1	1	0	1
2	1	0.279103	8475	0	1	1	1	0	0	0	0	0	0	0	0
3	0	0.078953	6068	0	1	0	0	0	0	0	0	0	0	0	0
4	0	0.032016	7581	0	1	0	0	0	0	0	0	0	0	0	0

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

During this time, the company should focus more on methods such as automated emails and SMS. These methods can limit the calling option unless absolutely necessary or in emergency. These strategies can be used with leads that a high chance of buying the course. The LeadScore variable helps in deciphering the targets who has a lead score of greater than 90. Hence, calls can be limited to leads that have scores between 80 to 90 thereby not calling leads with lower score randomly.

	Conv_prob	Final_prediction	LeadScore
5243	0.069886	0	6.99
2752	0.113123	0	11.31
1477	0.067976	0	6.80
4932	0.104667	0	10.47
7481	0.154571	0	15.46
7998	0.149803	0	14.98
8095	0.527175	1	52.72
7915	0.739629	1	73.96
8108	0.967851	1	96.79
711	0.177997	0	17.80