

Subjective Questions

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

Sol. These are the top variables that contribute towards the result-

- Total Time Spent on Website
- Total visits to the website and
- 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?**

Sol. Top 3 Categorical/Dummy variables to increase probability 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.**

Sol . Phone calls must be done to people if:

- They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly.
- They are working professionals.

- 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.**

Sol. As we have our Specificity score 79%, the true relevant result is better hence the useless phone calls will be less. They should stop calling the following people:

- People who don't wish to be informed from mail.
- People with Specialization in Hospitality Management.

We can also check only the hot lead score from 90 to 100 to minimize useless phone calls.