

Assignment Subjective Questions

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

The top three variables in your model which contribute most towards the probability of a lead getting converted are:

- **Tags_Closed by Horizzon:** Leads that have been assigned Tags as 'closed by horizon' have the highest probability of conversion.
Coefficient factor - 8.8972
- **Tags_Lost to EINS:** Leads that have been tagged as 'Lost 'also contribute to the conversion to a considerable extent.
Coefficient factor - 8.6652
- **Total Time Spent on Website:** Leads that have maximum time spent on the website also contribute to the conversion to a considerable extent.
Coefficient factor - 4.3700

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?

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 are:

- **Tags_Closed by Horizzon:** Leads that have been assigned Tags as 'closed by horizon' have the highest probability of conversion.
Coefficient factor - 8.8972
- **Tags_Lost to EINS:** Leads that have been tagged as 'Lost 'also contribute to the conversion to a considerable extent.
Coefficient factor - 8.6652
- **Tags_Will revert after reading the email:** Leads that have been tagged as 'Will revert after reading the email' contribute to the conversion to a considerable extent.
Coefficient factor - 3.6789

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

As the company has two months in addition to that it has dedicated 10 interns for this work. It has a sufficient amount of time & resources so it should make an effort to reach `all the potential leads` moreover focus on more leads which have low probability of conversion to improve the overall lead conversion rate. Following is the list of variables & its correlation with Lead conversion:

Variables	coef
Tags_Will revert after reading the email	3.6789
Tags_Busy	2.9711
What is your current occupation_Working Professional	2.7138
Lead Origin_Lead Add Form	2.3308
Lead Source_Welingak Website	2.0381
Last Activity_SMS Sent	1.951
Last Activity_Other Activity	1.9304
Last Activity_Unsubscribed	1.6545
Tags_Ringing	-1.185
Specialization_Other_Specialization	-1.423
Do Not Email	-1.6042
Last Notable Activity_Modified	-1.6569
Lead Origin_Landing Page Submission	-1.6864
Last Notable Activity_Olark Chat Conversation	-1.7878

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.
- Do not focus on the housewife and unemployed leads. They might not have a budget to spend on the course
 - Do not focus on students, since they are already studying and would not be willing to enroll on a course specially designed for working professionals, so early in the tenure