

Subjective Assignment

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

Ans- Below are the top three variables that contribute towards the probability of a lead getting converted:

- Lead Source Welingak Website.
- Lead Source Reference.
- Total Time Spent on Website.

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- Top three categorical/dummy variables in the model which should be focused the most to increase the probability of lead conversion are:

- Lead Source Welingak Website.
- Lead Source Reference.
- Lead Source Olark Chat.

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. - Phone calls must be done to people if:

- They spend a lot of time on the website and this can be done by making the website interesting and thus bringing them back to the site.
- They come back to the Welingak website repeatedly.
- Target those people whose source of lead includes Reference, Olark Chat.

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.- The strategy that the company could use are as follows:

- Automated emails, SMS's could be sent to customers who have a higher chance of conversion.
- Till now the sales team were only focusing on customers who had a high lead score. Since the company reached the target before the deadline, the sales team could now modify the cut-off of the logistic regression model and generate new set of leads, explain them about the course and try and make them convert too.
