

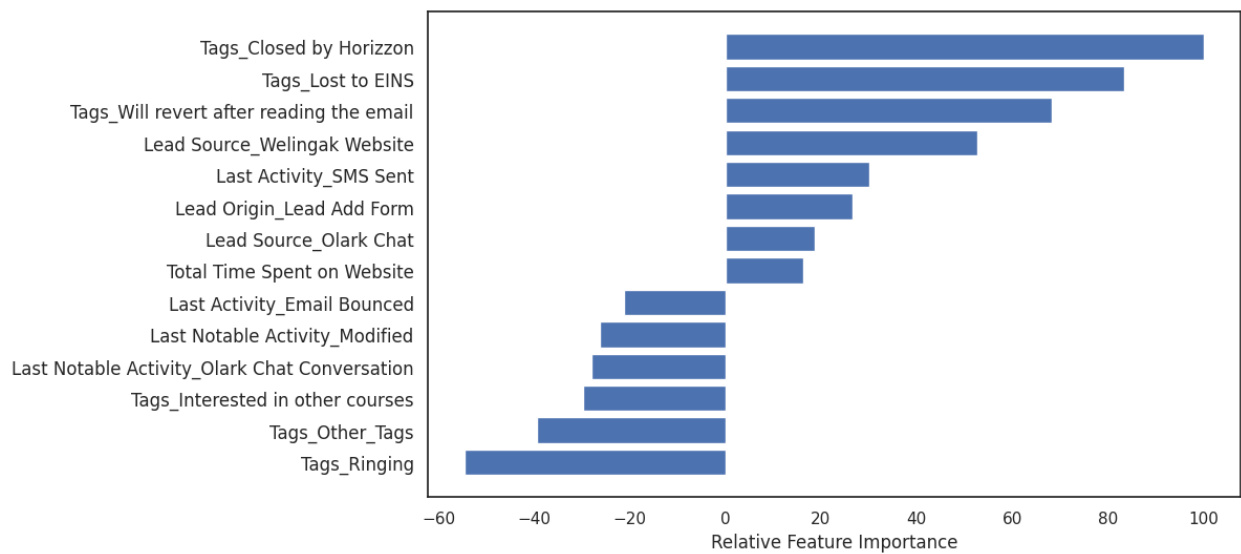
Assignment Subjective Questions

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

ANS:

These are the top variables that contribute towards the result

1. Tags_Closed by Horizzon
2. Tags_Lost to EINS
3. Tags_Will revert after reading the email



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:

Answer for this question is same as above because the top 3 variables in the model are all categorical/dummy variables only.

1. Tags_Closed by Horizzon
2. Tags_Lost to EINS
3. Tags_Will revert after reading the email

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

Assignment Subjective Questions

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:

The company has two months in its hands and has also dedicated 10 interns for this work. It has ample amount of time & resources with it so it should make an effort to reach `all the potential leads` but should also focus more on leads who have low probability of conversion to improve the overall lead conversion rate.

- Focusing more on leads showing lower conversion rate will help in improving overall conversion.
- Technically, we can generate this new set of leads by altering (moving down) the value of cut off so as to include more leads as the hot leads from our Logistic Regression Model.
- Doing so, we will be better utilizing resources and improving chance of converting a lead whose lead conversion probability might be low as well.

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:

During the quarter before the deadline, the company has very less time in its hand. So it is of utmost importance that it concentrates more on hot leads that have highest lead conversion rate. They should avoid useless calls and prioritize the leads.

- To focus on narrow set of lead audience (discarding lower conversion probable leads).
- Technically, we can generate this new set of leads by altering (moving up) the value of cut off so as to discard lower conversion rate probable leads from our Logistic Regression Model. Leads that have more than 80% of lead score can be targeted
- Doing so, we will be doing minimal effort and still be getting fair conversions.