

### Subjective Questions and their Answers

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

**Answer:** The top three variables based on the final model which contributes most towards the probability of lead getting converted are:

- **Total Time Spent on Website:** it has coefficient 3.5080 and pvalue 0.000
- **Lead Origin\_Lead Add Form:** it has coefficient 1.8786 and pvalue 0.000
- **Lead Source\_Welingak Website:** it has coefficient 3.4837 and pvalue 0.000

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 3 categorical/dummy variables in the model that be focused most in order to increase the probability of lead conversion are:

- **Lead Origin\_Lead Add Form:** it has coefficient 1.8786 and pvalue 0.000
- **Lead Source\_Welingak Website:** it has coefficient 3.4837 and pvalue 0.000
- **What is your current occupation\_Working Professional:** it has coefficient 2.2196 and pvalue 0.000

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:** A possible strategy that the company can employ at this stage is to decrease the threshold or cut-off value for the probability score of the machine learning model that predicts whether a customer will convert or not.

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.

**Following is the list of variables which contributes more for Lead conversion:**

Sr. No.	Variables	Coefficient	Pvalue
1.	Total Time Spent on Website	3.5080	0
2.	Lead Origin_Lead Add Form	1.8786	0
3.	Lead Source_Welingak Website	3.4837	0.001
4.	What is your current occupation_Working Professional	2.2196	0
5.	Tags_Busy	4.2220	0
6.	Tags_Closed by Horizzon	9.3211	0
7.	Tags_Lost to EINS	9.5199	0
8.	Tags_Will revert after reading the email	5.0503	0
9.	Lead Profile_Other Leads	3.0579	0
10.	Lead Profile_Potential Lead	2.9352	0
11.	Last Notable Activity_SMS Sent	2.7840	0

From the above table, we can see that company should focus on below variables to convert leads better:

- Total Time Spent on Website
- Lead Origin\_Lead Add Form
- Lead Source\_Welingak Website
- What is your current occupation\_Working Professional
- Tags\_Busy
- Tags\_Closed by Horizzon
- Tags\_Lost to EINS
- Tags\_Will revert after reading the email

- Lead Profile\_Other Leads
- Lead Profile\_Potential Lead
- Last Notable Activity\_SMS Sent

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:** A possible strategy that the company can employ at this stage is to increase the threshold or cut-off value for the probability score of the machine learning model that predicts whether a customer will convert or not.

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. Prioritizing can be done on the basis of lead score. **Leads that have more than 80% of lead score can be targeted.**

**The sales team can follow the following strategy:**

- Focus on lead nurturing activities such as personalized emails, SMS's and targeted newsletters.
- Sending automated SMS to customers that have very good likelihood of getting converted.
- Collaborate with the sales team, management, and data scientists to teams to fine-tune the model and gather feedback on what worked and what didn't.
- Make the strategy for providing discounts or incentives to potential customers to encourage them to take action.
- Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.
- Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate.