ASSIGNMENT
SUBJECTIVE

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

ANS. The top three variables in your model which contribute most towards the probability of a lead getting converted a. Tags_closed by horizzon 6.685087 b. Tags_will revert after reading the email 4.223903 c. Lead Source_welingak website 3.573060

Q.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. 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: d. Tags_closed by horizzon e. Tags_will revert after reading the email f. Lead Source_welingak website

Q.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. 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. Tags_closed by horizzon Tags_will revert after reading the email Lead Source_welingak website Last_Notable_Activity_had a phone conversation Lead Origin_lead add form Lead_Activity_sms sent Lead Source_olark chat Total Time Spent on Website Occupation_working professional Lead_Activity_email opene