SUBJECTIVE QUESTIONS

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

SOLUTION: Top three variables that contributed most towards probability of a lead getting converted are as follows:

- Total Visits
- Total time spent on the website
- Lead Origin_lead add form

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?

SOLUTION: The top 3 categorical/dummy variables in the model which should be focused most are as follows:

- Lead origin_lead add form
- What is your current occupation_working professional
- Lead source_welingak website

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?

SOLUTION:

Here The Company's main target is to get as many conversion as possible which could happen in following ways:

- By Lowering the optimum cutoff to 0.1 in the model evaluation.
- Therefore, Sensitivity of the model increases to 98% at the cost of all other factors like Accuracy, Specificity, Precision.
- Confusion Matrix False Negatives is low.

The above analysis can be achieved if Phone calls is done to following more customers :

- User who spend a lot of time in the website/Platform.
- User who is regularly having a peek of the courses.
- Their last activity is through SMS or Olark chat conversation.
- Working Professional.

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?

SOLUTION:

This problem is vice versa of the above problem and here company want to cut the cost on calling which could happen in following ways:

- Company aim is to bring down False positive of confusion matrix which can happen if the optimum cutoff is high as 0.9.
- Sensitivity get low and Accuracy, Precision, Specificity get high.
- Company will only act if there is surety of purchase.
- In this company can depend on the automated emails for the less interested customers and can call if the customer is interested.