

SUBJECTIVE QUESTIONS

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

Solution:

We know that the relationship between the response variable y and the feature variable X is very simple. So based on the final model that contributes most to the probability of a lead converting, here we get $\ln(\text{odds})$.

$$\begin{aligned} \ln(\text{odds}) = & -1.4159 * (\text{const}) + 4.2668 * (\text{Lead_Source_Welingak Website}) + \\ & 2.2799 * (\text{Last_Activity_SMS Sent}) - 3.1678 * (\text{Tags_Already a student}) + \\ & 7.2310 * (\text{Tags_Closed by Horizzon}) - 1.7441 * (\text{Tags_Interested in other courses}) + \\ & 6.800 * (\text{Tags_Lost to EINS}) - 2.4789 * (\text{Tags_Not doing further education}) - \\ & 3.4599 * (\text{Tags_Ringing}) + 4.7986 * (\text{Tags_Will revert after reading the email}) - \\ & 3.8533 * (\text{Tags_invalid number}) - 2.0016 * (\text{Tags_opp hangup}) - 4.4623 * (\text{Tags_switched off}) - \\ & 1.8817 * (\text{Last_Notable_Activity_Modified}) \end{aligned}$$

Based on the above equation, we can clearly see that **Tags_closed by Horizzon**, **Tags_Lost to EINS** and **Tags_will revert after reading the email** are the top three variable in our model which contribute most towards the probability of a lead getting converted.

- 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:

Following are the top 3 categorical/dummy variables that should be focused on in order to increase the chances of lead conversion are

- **Tags_Interested in other courses**,
- **Last_Notable_Activity_Modified** and
- **Tags_opp hangup**.

- 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:

To make lead conversion more aggressive during the intern hiring period, X Education can employ the following strategy

- It's good to understand about lead from the available profile information and group of similar kind lead.
- Call your potential leads within few hours after the lead shows interest in the courses. Along with phone calls it is good to mail those leads.
- Generally, it take 5-6 calls to successfully convert a lead , so if we focus on reducing it to 3 to 4 attempts by taking appointments and providing right information and keep the leads in touch.
- It's always good to focus on customers, who have spent significant time on X education websites.
- Leads who fills the form are the potential leads.

- 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:

During the quarter before the deadline, the company has very little time on its hands. so it is of utmost importance is that it focuses more on hot leads which have the highest lead conversion rate. They should avoid unnecessary calls and give priority to leads. can be preferred based on lead score. Leads with a Lead Score greater than 80% can be targeted.