

SUBJECTIVE QUESTIONS & ANSWERS

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

Solution:

Based on the coefficient values from below screenshot, the following are the top three variables that contribute most towards the probability of a lead getting converted :

- I. Total Time Spent on Website
- II. Lead Add Form (from Lead Origin)
- III. Had a Phone Conversation (from Last Notable Activity)

	coef
const	-2.3134
Do Not Email	-1.1067
TotalVisits	1.5038
Total Time Spent on Website	4.5275
LeadOrigin_Landing Page Submission	-0.3253
LeadOrigin_Lead Add Form	3.7313
LeadSource_Olark Chat	1.5706
LeadSource_Welingak Website	2.1406
LastActivity_Email Bounced	-0.9859
LastActivity_Not Sure	-1.5943
LastActivity_Olark Chat Conversation	-1.3427
LastActivity_SMS Sent	1.3544
CurrentOccupation_No Information	-1.3041
CurrentOccupation_Working Professional	2.6421
LastNotableActivity_Had a Phone Conversation	3.2904
LastNotableActivity_Unreachable	1.7567

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:

Again, based on the coefficient values from the screen shot in the question above, the following are the top three categorical/dummy variables that should be focused the most in order to increase the probability of lead conversion :

- Lead Add Form (from Lead Origin)
- Had a Phone Conversation (from Last Notable Activity)
- Working Professional (from What is your current occupation)

[illegible]

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.

In order to minimize the rate of useless phone calls, the company may contact all the leads which have a conversion probability (value = 1 highlighted in yellow color) under column 0.7. However, the flipside here would be that, we may miss out on those leads that are actually converted but then the model wrongly predicted them as not converted. (See red highlights in the image below). This should not be a major cause for concern as the target has already be achieved.