

# Assignment Subjective Questions:

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

**Answer :**

Following 3 columns are important as per the model built using Logistic regression method :

- a. Total Time Spent on Website
- b. Lead Origin\_Lead Add Form
- c. What is your current occupation\_Working Professional

These columns are important for calculating the probability of a lead getting converted into sales.

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 :**

Following 3 categorical variables are important for increasing the probability of lead conversion:

- a. Lead Origin\_Lead Add Form
- b. What is your current occupation\_Working Professional
- c. 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.

**Answer:**

To maximize the lead conversion rate in 2 months of time, the sales team should focus on calling individuals:

- a. who are spending higher time on website (**Total Time Spent on Website**)
- b. who have submitted form for showing interest (**Lead Origin\_Lead Add Form**)
- c. who are working professionals (**What is your current occupation\_Working Professional**)
- d. who have lead score greater than 80 are hot leads. Normally the individuals with score greater than 40 are approachable & can be converted but the individual with 80 or more than 80 are hot leads and have higher chances of getting converted.

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 :**

To minimize the rate of useless phone calls, we need to contact only those leads whose score is above 90 . Also focus on following columns for shortlisting the leads for calls

- a. What is your current occupation\_Working Professional
- b. Total Time Spent on Website