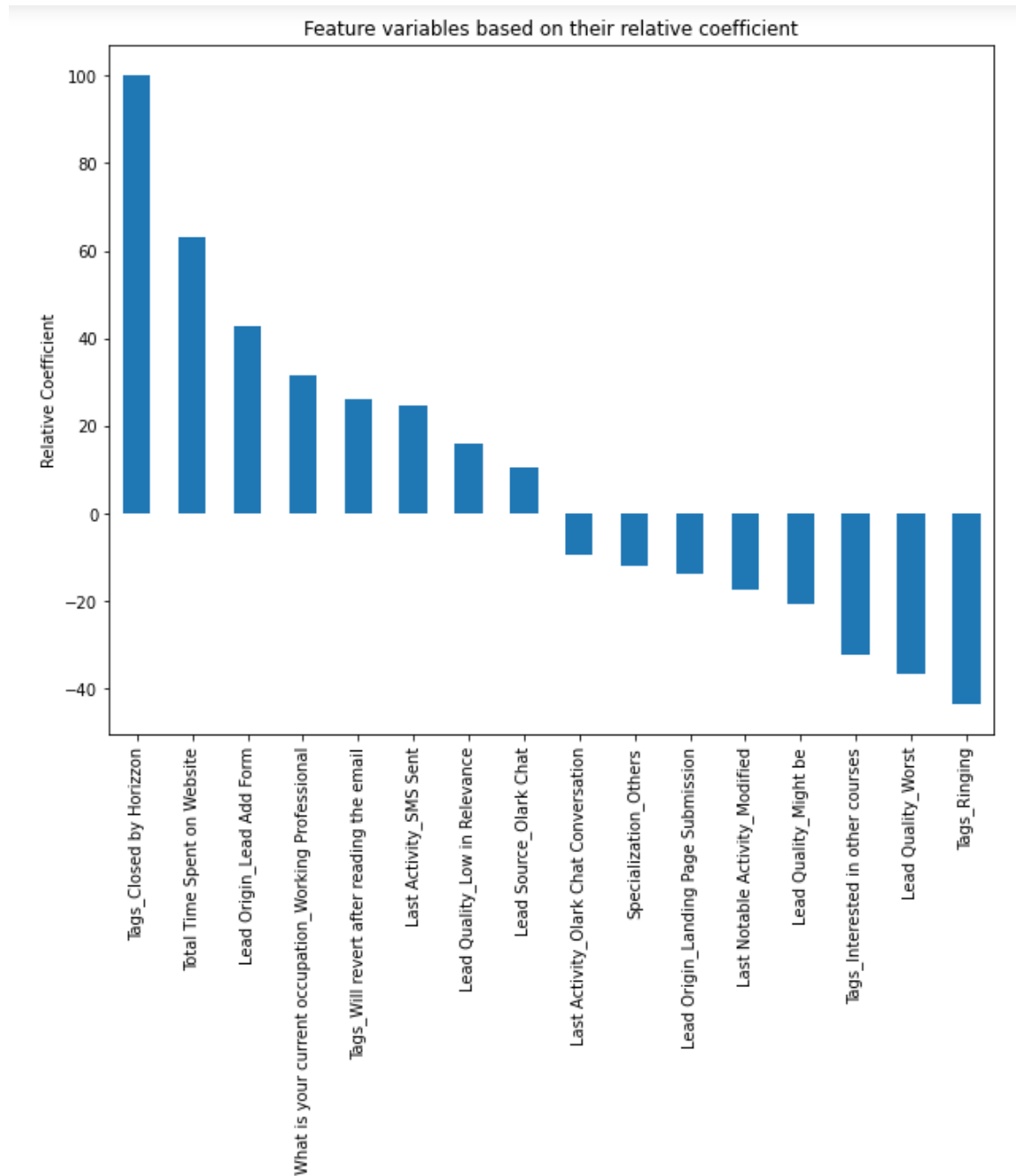


# Subjective Questions

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



As per the above diagram, the top 3 variables that contribute most towards the probability of a lead getting converted are:

- Tags\_Closed by Horizzon
- Total Time Spent on 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?**

Generalized Linear Model Regression Results						
Dep. Variable:	Converted	No. Observations:	6468			
Model:	GLM	Df Residuals:	6451			
Model Family:	Binomial	Df Model:	16			
Link Function:	logit	Scale:	1.0000			
Method:	IRLS	Log-Likelihood:	-1885.9			
Date:	Mon, 12 Sep 2022	Deviance:	3771.9			
Time:	18:31:25	Pearson chi2:	1.10e+04			
No. Iterations:	9					
Covariance Type:	nonrobust					
	coef	std err	z	P> z	[0.025	0.975]
const	-1.3123	0.203	-6.459	0.000	-1.710	-0.914
Total Time Spent on Website	4.4175	0.202	21.918	0.000	4.023	4.813
Lead Origin_Landing Page Submission	-0.9535	0.162	-5.887	0.000	-1.271	-0.636
Lead Origin_Lead Add Form	2.9857	0.249	12.002	0.000	2.498	3.473
Lead Source_Olark Chat	0.7272	0.140	5.193	0.000	0.453	1.002
Last Activity_Olark Chat Conversation	-0.6504	0.189	-3.437	0.001	-1.021	-0.280
Last Activity_SMS Sent	1.7266	0.092	18.813	0.000	1.547	1.906
Specialization_Others	-0.8428	0.155	-5.422	0.000	-1.147	-0.538
Tags_Closed by Horizzon	6.9847	1.035	6.749	0.000	4.956	9.013
Tags_Interested in other courses	-2.2454	0.409	-5.493	0.000	-3.047	-1.444
Tags_Ringing	-3.0348	0.248	-12.237	0.000	-3.521	-2.549
Tags_Will revert after reading the email	1.8308	0.132	13.840	0.000	1.572	2.090
Lead Quality_Low in Relevance	1.1120	0.235	4.725	0.000	0.651	1.573
Lead Quality_Might be	-1.4537	0.137	-10.577	0.000	-1.723	-1.184
Lead Quality_Worst	-2.5534	0.391	-6.526	0.000	-3.320	-1.786
What is your current occupation_Working Professional	2.1932	0.236	9.310	0.000	1.731	2.655
Last Notable Activity_Modified	-1.2100	0.096	-12.590	0.000	-1.398	-1.022

Based on the coefficient values, the following are the top three categorical/dummy variables that should be focused the most in order to increase the probability of lead conversion :

- Tags\_Closed by Horizzon
- Total Time Spent on Website
- Lead Origin\_Lead Add Form

**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.**

Phone calls must be done to people if:

- They spend a lot of time in the website
- They are working professional
- Their last activity is through SMS.

**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.**

- It is suggested not to focus on unemployed leads as they might not be able to spend well on the course.
- It won't be a good idea to focus on students, since they are already pursuing degree or some course and they won't be willing to get into another course, which is specially designed for working professionals.