SUBJECTIVE QUESTIONS

Q1. : Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

ANS: a. 'Total Time Spent on Website'
      b. 'Lead Source_Direct Traffic',
      c. 'Lead Source_Google'
      d. 'Lead Source_Organic Search',
      e. 'Lead Source_Referral Sites'
      f. 'Lead Source_Welingak Website',
      g. 'Last Activity_Email Bounced'
      h. 'Last Activity_Olark Chat Conversation',
      i. 'Last Notable Activity_SMS Sent'
      j. 'Tags_Closed by Horizzon',
      k. 'Tags_Interested in other courses'
      l. 'Tags_Lost to EINS',
      m. 'Tags_Other_Tags'
      n. 'Tags_Ringing',
      o. 'Tags_Will revert after reading the email'

These are the features that contribute most towards predicting the probability of Lead getting converted, these Features have a p-value of less than 0.05, which means they are significant and they have VIF score of less than 5 which means they are not correlated

Q2. : 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?

ANS: a. Tags_Closed by Horizzon
      b. Tags_Lost to EINS
      c. Tags_Will revert after reading the email

These three dummy should be more focused on as these have the highest coefficient in Logistic Regression Model, which means their impact on probability of conversion rate is more.

Q3. : 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.

ANS: Phone calls must be made to customers who:
- Spend more time on website, as it is clear from bivariate analysis that possibility of conversion is more for those who spend more time on website
- Lead origin is through 'Landing page submission'
- Tag of 'will revert after reading the email'
- People who are working professionals

Q4. : 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.

ANS: In this stage, company should focus more on other methods like automated emails, computer generated calls etc. , This way company can focus more on training interns and calls can be made only for those customers having probability of conversion more than ,say, 70%.