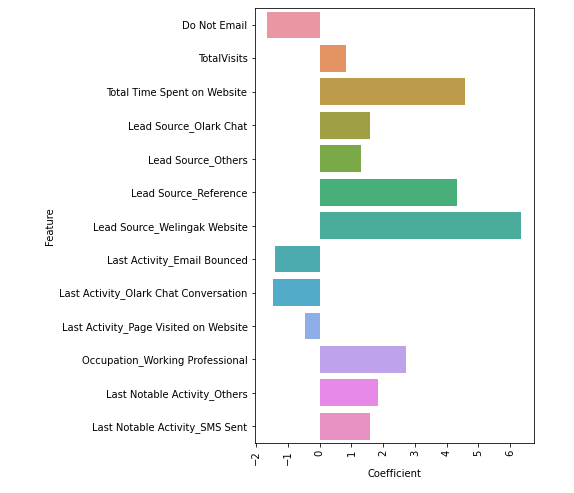
**Assignment Q & A**

**Question1 :** Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

**Answer :** The top three variables in the model which contribute most toward higher lead conversion can be seen from the below image.



1. **Lead Source:** Lead source is by Reference or promotional activity like Welingak Website Olark Chat and others. Leads obtained though references and their referees will both get benefited by offers, cashbacks, alumni support etc. Sales team should focus on this more.
2. **Total Time Spent on Website:** From this variable, the more the time spent by lead, higher the probability of lead conversion. Lower the time, lesser the lead conversion into lead. Regular follow up from sales should be there.
3. **What is your current occupation:** In this variable, types of leads(eg. Unemployed, Students, employed etc.) play major role. Students and Others are not good leads. More convertible leads are Unemployed and Employee with career transition. Sales team can focus more on these two categories.

**Question2 :** 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 :** These three categorical variables

* Lead Source\_Reference
* Lead Source\_Olark Chat
* Lead Source\_Social Media

From above, we can observe that the Lead Source plays an important role in sourcing for leads that have a higher chance of converting in to customers.

**Question3 :** 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 :**

We can achieve this by reducing the threshold value for final prediction, e.g., from 0.34 to 0.2 or less.

This increases Sensitivity, although this may also misclassify some of the non-convertible leads as possible conversions. Since we have additional manpower from the interns, we can make the lead conversion more aggressive by making phone calls to as much potential leads as possible.

Target leads that repeatedly visit the site (Page Views Per Visit). However, they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns from sales team should be a bit more aggressive and should ensure competitive points where X-Education is better and efficient in career growth, are strongly highlighted to the leads.

* Opportunities to develop your skills, access to professional leadership. start off on the right path. Assess the intern's skills and set up learning experiences, give them daily tasks and conduct regular check-Ins.
* Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education.
* Target leads that have come through references as they have a higher probability of converting.

**Question4:** 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 reduce the rate of useless phone calls, we need to make sure that calls are only made to those leads who have a very high conversion probability. We can achieve this by increasing the threshold value for final prediction, e.g., from 0.34 to 0.75 or more. This increase specificity and will give us those leads with very high chances of conversion.

Increase online sales through social media, leverage offline and online channels .

ask for referrals. continually evaluate upsell opportunities. create gift guides ,use customer generated content on social media .utilize all content marketing platforms, use targeted ads.

Do not focus on unemployed leads. They might not have a budget to spend on the course.

Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure