

1. SUBJECTIVE QUESTIONS

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

Answer: Top variables that contribute towards the result

- i. Total Visits
- ii. Total Time Spent on Website
- iii. Last Notable Activity_had a phone conversation

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: Top three Categorical/Dummy variables to increase probability are:

- i. Last Notable Activity_had a phone conversation
- ii. What is your current occupation_working professional
- iii. 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.

Answer: Phone calls must be done to people if:

- i. They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site
- ii. They are seen coming back to the website repeatedly
- iii. Last Notable Activity was a phone conversation
- iv. They are working professionals

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: In this condition we can increase the cut off and focus more on precision rather than recall. This way they won't be phone call until necessary and focus will be on customer that have a high chance of buying the course.

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