

Subjective Questions

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

Ans) These are the top three variables that contribute most towards the probability of a lead getting converted,

- Total Time Spent on Website
- Total Visits
- What is your current occupation - Working Professional

- 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?**

Ans) These are the top three dummy variables that should be focused the most on in order to increase the probability of lead conversion,

- Lead source is Google
- Lead source is Direct Traffic
- Lead source is Organic Search

- 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.**

Ans) Firstly make a logistic model and find the optimal cut-off point then calculate the recall and precision value. According to our model we got the optimal cut-off point is 0.35, precision is 0.81 and recall is 0.84.

You can make phone calls to such people if,

- They spent more time on the website.
- They repeatedly visit the website.
- Their last activity is through SMS and Olark chat conversation.
- 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.**

Ans) At this stage you can follow the above strategies as well as focus to work in a different way that send automated Emails and SMS. Make the phone calls to the people those are working professionals and want to do a course for better carrier prospects.