

## **Assignment Subjective Questions**

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

Ans: Total time spent on website, Total Visits and Lead source with elements Google are the top three variables which contribute most towards the probability of a lead getting converted

**Ques 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: Lead source with elements google, Lead source with elements direct traffic, and Lead source with elements organic search 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

**Ques 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: Calls should be done to the people only if:  
People coming back repeatedly on the website  
People spending lot of time of the website  
People contacting us via channels provided

**Ques 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 cool down time X Education needs to use below strategy :

'Focus on small but potential audience'

Reach out those customers who are having high chances of buying the courses among the potential leads.

Also, our model has high specificity and high specificity implies that our model will correctly identify almost all leads who are not likely to convert. It will do that at the cost of losing out some low Conversion rate risky leads to the competition, i.e., it will misclassify some Conversion cases as non-Conversions. Therefore, since X Education has already reached its target for a quarter and doesn't want to make phone calls unless it's extremely necessary, i.e., they want to minimize the rate of useless phone calls, we can choose a higher threshold value for Conversion Probability. This will ensure the Specificity rating is very high, which in turn will make sure almost all leads who are on the brink of the probability of getting converted or not are not selected. As a result, the agents won't have to make unnecessary phone calls and can focus on some new work.