

Subjective Questions for Case Study

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

Ans :

Logistic Regression Cost Function :

$$\ln(p/1-p) = b_0 + X_1.b_1 + X_2.b_2 + X_3.b_3 + \dots + X_k.b_k$$

Here in the above Equation $b_1, b_2, b_3, \dots, b_k$ Represents the Coefficients of variable $X_1, X_2, X_3, \dots, X_k$

As variable $X_1, X_2, X_3, \dots, X_k$ changes by one unit, The Resultant Changes by $b_1, b_2, b_3, \dots, b_k$ times Respectively

	coefficient
Lead Origin_Lead Add Form	3.673208
Last Activity_Had a Phone Conversation	2.656650
Lead Source_Welingak Website	2.494386
Lead Profile_Potential Lead	1.942734
Last Notable Activity_Unsubscribed	1.816341
Last Notable Activity_Unreachable	1.762729
Last Notable Activity_SMS Sent	1.604010
Lead Origin_Lead Import	1.389867
Lead Source_Olark Chat	1.370006
Total Time Spent on Website	1.152160
Last Activity_Converted to Lead	-1.133407
Last Activity_Olark Chat Conversation	-1.454827
const	-1.564271
Do Not Email	-1.767974
Lead Profile_Student of Some School	-2.124051

Hence Top 3 top three variables in our model which contribute most towards the probability of a lead getting converted are:

- 1) Lead Origin Lead Add Form
- 2) Last Activity had a Phone Conversation
- 3) Lead Source_Welingak Website

Q 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:

As we have seen in the Above Question , below are the top 3 Variables which are contributing towards the lead conversion probability. hence X_education Frame shall focus on these 3 Variables in order to increase the probability of conversion :

- 1) Lead Origin Lead Add form
- 2) Had a Phone Conversation
- 3) Visited Welingak Website

Q : 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 :

Based on the Model predicted By 1 , These following strategy might be followed by the company to have more number of leads converted :

1) **In Lead Origin** : To improve the overall performance we have to focus on **API & landing page submission** and also generate more lead from the **Lead add form**.

2) **Lead Source** : To improve overall lead conversion rate, we should focus on **olark chat, organic search, direct traffic, and google** and generate more leads from **reference and welingak website**.

3) **Total time spent on Website** : To improve the overall performance we have to focus on **Website** should be made more engaging to make leads spend more time. Leads spending more time on the website are more likely to be converted.

4) **City** : As per my point of view we should **not only focus on Mumbai** but we **also focus on other popular Cities** to get more traffic on website and getting more leads.

5) **Last Activity** : Most of the lead have their **Email opened** as their last activity. Conversion rate for leads with last activity as **SMS Sent is almost 60%**. So we have to **focus more on SMS Alert and Email open**

The Above Mentioned are the few of the Strategy that X_Education has to be focusing on to have them converted, as these are the people with more chances of being converted the lead

Q :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 :

1) We can say that who have replied the SMS and E-mail Are more likely to interested to join the Education Program. So in Order to Reduce the Phone calls team should be focus on

Sending mail and Sms by Auto Respond. Using Auto Respond E-mail and SMS will be sent on the specific time and data so it will Save the Team time.

2) Also We have to Use Validation to Avoid the Dirty Data because Some people fill the wrong information like Email address and Phone number So we have to Verify and Clean the Data Using that we save the time to Make call to Fake data.

3) We Also Use the Social Media platform to Engage more client and using Referral program should be advertising through converted leads.