

ASSIGNMENT SUBJECTIVE QUESTIONS

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

Ans: The top three variables that are contributing the most are,

1. Lead Source - Reference and Welingak Website
2. Last Activity - SMS Sent
3. Tags - Will revert after reading the email and Closed by Horizzon, Already a student,

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: The top three categorical/dummy variables in the model that should be on focus in order to increase the probability of lead conversion are,

1. Lead Source_Welingak Website
2. Tags_Will revert after reading the email
3. Closed by Horizzon

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: They can consider our model that we have created with a lower cutoff of approximately 0.28 i.e. the optimum cutoff we have obtained by looking at the accuracy, sensitivity, and specificity curves intersection point. Considering this cutoff will allow the sales team to consider more customers and reach out to people aggressively for conversion of more leads. Even they need to consider various attributes that our model has predicted to be the affecting factors for targeting a person

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 time of the year, they can increase the cutoff level to higher like 0.8 so on , in which all the customers will have higher chances to buy a course. Along with this, the sales team has to target the customers with consideration of the top affecting factors

mentioned in the model. That will create higher chances of getting a customer and simultaneously will save time of the sales team.