

Assignment Subjective Question Answer

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

Answer: Top 3 variables which contribute most towards the probability of a lead getting converted are:

- Total Visit with a coefficient value of 5.2655
 - Total Time Spent on Website with a coefficient value of 4.5653
 - Lead Origin
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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 3 categorical/dummy variables in the models which should be focused the most in order to increase the probability of lead conversion are:

- Lead Origin – Lead Add Form
 - Last Notable Activity – Had a Phone conversation
 - What is your current occupation – Working Professional
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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: To enhance the efficacy of lead conversion during the biannual internship period, a comprehensive approach can be devised, focusing on the following strategies:

- **Strategic Threshold Identification:** A pivotal step involves the analysis of lead scores. With a designated threshold of 0.32, prospects exhibiting a likelihood exceeding 32% of conversion merit immediate attention. Engaging with individuals surpassing this threshold ensures prioritization of potential leads for targeted outreach.
- **Feature-Driven Engagement:** Leveraging the logistic model's insights is imperative. Notably influential factors, including metrics like Total Visits and Time Spent on the Website, alongside the significance of the Lead Origin_Lead attribute, should guide the selection of individuals to engage with. Emphasizing candidates exhibiting favorable attributes in these aspects can yield more favorable outcomes. Conversely, prospects associated with unfavorable

attributes, such as Email Bounced last activity or referrals as the lead source, could be deprioritized in the outreach strategy.

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: During instances when the company achieves its quarterly targets ahead of schedule, a strategic approach can be implemented to redirect the sales team's efforts in a purposeful manner. Specifically, in this period, the company's objective is to judiciously manage phone call activities, with a pronounced emphasis on reducing the incidence of non-productive calls.

To execute this approach proficiently, the company can adopt the following strategy:

- **Lead Score-Based Prioritization:** Emphasize the utilization of lead scores as a guiding criterion. Focusing on individuals with lead scores exceeding 80% is recommended. By adhering to this threshold, the company can ensure a discerning selection of potential contacts. Engaging with individuals whose lead scores meet this criterion serves to streamline efforts and minimize the occurrence of unproductive calls.

This calculated approach ensures that, even in a period of heightened achievement, the company remains attentive to resource allocation and efficient communication practices. By tactically leveraging lead scores, the company can concentrate its efforts on a select cohort of individuals who exhibit a higher propensity for meaningful engagement. This approach aligns with a professional and strategic perspective aimed at optimizing operational effectiveness during phases of early goal attainment.
