**ASSIGMENT SUBJECTIVE QUESTIONS**

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

**Solution:**

In case of given logistic regression model of lead scoring, top three variables which is contributing in the model lead prediction is as follows:

1. Lead Source\_Welingak Website

* Positive influence
* The source of the lead is Welingak Website.

1. LNA\_Unreachable

* Positive influence
* The last notable activity performed by the student is that they are unreachable.

1. Lead Source\_Reference

* Positive influence
* The source of the lead is references, which indicates new students are enrolled through existing students.

1. **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?**

**Solution:**

Inn the given case study top contributing variables is mentioned above which is: Lead Source\_Welingak Website, LNA\_Unreachable and Lead Source\_Reference.

Along with this organization should also focus on following factors:

* WIYCO\_Working Professional
* Last Activity\_Had a Phone Conversation
* Last Activity\_SMS Sent
* Lead Source\_Olark Chat
* Total Time Spent on Website

1. **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.**

**Solution:**

1. One of the important things that model has predicted is that most of the leads comes from the reference of the existing students. So, we can ask the sales team to contact connections linked with the existing students or else directly ask them their friends list for contact.
2. Try to contact the working professionals. They have highest potential to join the course.
3. Identify the customer, who spent more than 287 units of time on the website, they have high probability of getting converted.
4. Try to contact candidates multiple times over phone and try to build their interest in the course by letting them know its advantages and all.
5. It is observed that in past candidates visiting Welingak Website, has significant lead conversion so far. Run some advertising campaign Welingak Website to attract new candidates.
6. **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.**

**Solution:**

* They can focus on trying to improve the non-performing factors given by model.
* Try focus on unemployed candidates, and try to convince them by letting them know the advantages and future aspect of the program.