ASSIGNMENT SUBJECTIVE QUESTIONS

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

    - Top three variables with their corresponding coefficients
        - Lead Origin_Lead Add Form   3.4664
        - Total Time Spent on Website   3.795
        - TotalVisits   5.6815

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?

    - Top three positive categorical/dummy variables with their corresponding coefficients
        a. Last Notable Activity_Unreachable   2.8174
        b. Last Notable Activity_Email Bounced   3.2106
        c. Lead Origin_Lead Add Form   3.4664

    - Top three negative categorical/dummy variables with their corresponding coefficients
        a. Last Activity_Email Bounced   -2.5837
        b. Do Not Email_Yes   -1.4014
        c. Last Activity_Converted to Lead   -1.2994

    It would seem that the Lead Origin_Lead Add Form plays an important role in scouting for leads that have a higher chance of converting

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.

- Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
- Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are strongly highlighted.
- Target leads that have come through References as they have a higher probability of converting
- With the above model we have identified potential leads, they can increase the specificity to nudge more customers as they are inters
- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education

- Note: when trying to nude the customers, we have take care 'Do Not Call' and 'Do Not email' attribute of the customers, as this might raise GDPR violation

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.

- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure

- We can also try to increase the sensitivity ratio by varying the probability cutt off, so that we can have more higher probable 'Hot Leads'