

## 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 – These are the top variables that contribute towards the result:-**

- Lead Source Welingak Website
- Total Time Spent on Website
- Last Activity had a phone conversation

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 - Top 3 Categorical/Dummy variables to increase probability are:**

- Lead Source search through Welingak Website
- Lead Source Reference
- Last Activity had a phone conversation

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 – Aggressive Lead Conversion requires high Accuracy, Sensitivity and Specificity, which can be achieved through Sensitivity and Specificity trade off with conversion probability cut-off of 0.35 (i.e., the customers with conversion probability more than cut off predicted as 1 by the model)**

- X Education should focus on leads who spent a lot of time on its website.
- X Education should target the leads who have come through some reference or Welingak Website.
- X Education should focus on working professionals.

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 - Lead Conversion requires high Accuracy and Specificity, which can be achieved through Precision Recall trade off with conversion probability cut-off of 0.42 (i.e., the customers with conversion probability more than cut off predicted as 1 by the model)**

- Do not target the Students as their conversion rate is low.

- **Do not target the unemployed people as there is low although the count of leads is quite high comparison to others.**
- **They need to focus more on other methods like automated emails, SMS and olark chat conversations**