

# Assignment Subjective

## Questions/Answers

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

**Answer:** In order to understand that which variable is contributing the most towards the logistic regression is using the model's coefficients. The coefficients represent the change in the log odds for a one-unit change in the predictor variable. Larger absolute values indicate a stronger relationship between the predictor and the target variable thus from the Lead score Model three variables are:: **Lead Profile\_Lateral Student, Lead Source\_Welingak Website & Tags\_Closed by Horizon.**

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:** We observe the coefficient of the variable, larger the value, stronger the relationship so we can say 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 are:: **What is your current occupation, Lead Source & Lead Profile.**

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:** From the Lead Score model we can say that first of all it is important to call everyone as if the lead is not converted then it may create further scope. But we understand there is a lot of data so the following filtering can be done on the basis of the coefficient of the variables used to build the model, namely –

- a. **Should make calls:: Total Time Spent on Website, Lead Source\_Welingak Website, What is your current occupation, Tags\_Closed by Horizon, Tags\_Lost to EINS, Lead Profile\_Other Leads,** these variables are showing

positive relation in the model hence the leads coming from these variables should be entertained e.g. if the lead is from the WELINGAK Website then the call should be made.

- b. **Should not make calls::** Interns should not make calls to
- to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.
  - to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
  - to the leads whose Specialization was "Travel Management" and "Travel and Tourism" as they are not likely to get converted.
  - to the leads who chose the Tags as "Already a Student" and "Not doing further education", "diploma holder", "interested in full time MBA", "interested in other courses", "ringing" as they are not likely to get converted.
  - to the leads whose Lead\_ Quality is worst as they are not likely to get converted.
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:** Now at this time the company wants to make call to only those leads which are of 100% guarantee i.e. if called the lead will be converted i.e. having the maximum chances of conversion rate. So in this scenario we should contact those only whose lead score is at least more than 95% with the variables whose coefficients are showing strong and positive relationship with the model hence focus should be on the following-

- a. Lead coming from the "Welingak Website" as it is likely to be converted.
- b. Lead coming from the variable Tags which chose "Closed by Horrizon" and "Lost to ENIS".
- c. Lead coming from the Lead\_Profile having "Lateral Student" should be considered and called.