

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

Ans:

The top 3 variables that contributed in the result are:

	coef

const	-1.1038
Total Time Spent on Website	1.0989
Lead Source_Direct Traffic	-1.2472
Lead Source_Facebook	-1.2658
Lead Source_Google	-0.8171
Lead Source_Organic Search	-0.9535
Lead Source_Referral Sites	-1.3460
Lead Source_Welingak Website	1.8870
Specialization_Finance Management	0.2664
Specialization_Hospitality Management	-0.8800
What is your current occupation_Student	1.0954
What is your current occupation_Unemployed	1.2395
What is your current occupation_Working Professional	3.7956
Lead Origin_Lead Add Form	2.5927

- I. What is your current occupation _Working Professional
(Positive contribution)
- II. Lead Origin Lead Add Form
(Positive contribution)
- III. Lead Source_WelingakWebsite
(Positive contribution)

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:

1. 'Lead Source',
2. 'Specialization',
3. 'What is your current occupation?'

These are 3 categorical/dummy variables in the model which are focused the most on in order to increase the probability of lead conversion.

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:

In this case of the company do not want to lose a single hot lead and contact as many people as possible, we can modify the model by changing the cut-off probability. For ex- to have a decent balance between Accuracy and Specificity, we have chosen 0.3 as a cut-off probability, but in the given scenario, we will further reduce the cut off probability so that we will not miss any possible lead from converting. After getting higher number of possible hot leads, Company should also reach them out by phone call if :

- They spend a lot of time on the website and this can be done by making the website more engaging, which bring them back to site
- They can seen coming back to the website repeatedly
- Their last activity is through SMS or through Olark chat conversation
- They are 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:

- In case I the company only want to connect to the people who are actually having a high probability of getting converted, then we should consider the high cut-off probability so that the specificity of the model will increase.
- The model will only predict those who have a high chance of getting converted. In such cases, they need to focus more on other methods like automated emails and SMS. This way calling won't be required unless it is a hot customer having a chance of buying the course.