Logistic Regression Case Study Q & A

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans:- The top three variable which contribute most toward the probability of a lead getting converted are as :-
1. Total time spent on website
2. Do not email
3. Tags

Q2. 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:- The top 3 categorical/dummy variable in the model one should focus the most in order to increase the probability of lead conversion:
1. Tags_Closed by Horizzon
2. Tags_Lost to EINS
3. Tags_Will revert after reading the email

Q3. 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:-The sales team should try to call all the people whose predicted probability is 1 but with precedence to higher predicted score. Say people whose predicted score is greater than 35 is predicted as converted so we will try to call those people first whose score is high then will call people with low score .The sales team should come up with new strategy like all the student that are going to join this course within 1 month will get extra benefit such as getting a free enrollment to a paid certification course, in this case let's say SQL certification. The sales team can also come with new discount strategy, the sales team should also increase the referral bonuses for referring a friend or colleague to the program.

Q4. 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:- The team should ask to increase the conversion rate to around 90 percent so that team only makes call to those people who are most likely to join the course and also the sale team should call those individual who have responded positively to the top variable which contribute most toward the probability of lead being converted such as sales team should call people whose total time spent on the website is more than other person who are also predicted as 1 in converted prediction variable.