Assignment Subjective Questions

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

Solution-> The top three variables in the final logistic regression model which contribute most towards the probability of a lead getting converted are:

* + Lead Source
  + Tags
  + Last Notable Activity

1. 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?

Solution-> The top 3 categorical/dummy variables in the final logistic regression model which should be focused the most on in order to increase the probability of lead conversion are:

* + Tags\_Closed by Horizzon
  + Tags\_Lost to EINS
  + Tags\_Will revert after reading the email

1. 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.

Solution-> During these 2 months, the following strategy needs to be employed:

The lead score cut-off should be set higher than usual to find only the most promising leads. It can be set at a high value so that they can point only to the customers which are the most promising leads. As the numbers of interns are less, they have to put all their effort and time to convert these leads to Sales as these are the customers that are most likely to convert if they are given little attention and explained clearly about the benefits of the course. At the end, the interns with good performance and more number of converted leads can be awarded with some extra incentive to perform to the fullest of their potential.

1. 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.

Solution-> In such a case where the company reaches its target for a quarter before the deadline, the following strategy can be employed:

The cut-off for the lead score can be kept at a very high value such as 95+. In this way only a certain number of customers are picked who are very close to buying the course. The remaining team can analyze the data of the quarter and find out the factors which resulted in the achievement of the target before the deadline. These new factors can be used to create a newer more efficient model, which will lead to increasing the conversion rate of Leads to Sales.