

# **Lead Conversion Assignment Subjective**

## **Answers**

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

Ans: The top three variables in the model that is created, the below contribute towards lead conversion:

1. Total Time Spent on Website
2. Last Activity\_SMS Sent
3. TotalVisit

***So the Total Time Spent on Website attribute tops the list and it contributes more.***

- 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: The top three variables in the model that should be much focused are:

1. Last Activity\_SMS Sent (positively impacting)
2. Last Activity\_Olark Chat Conversation (negatively impacting)
3. Lead Source\_Olark Chat (negatively impacting)

***To enhance lead conversion rates, it's essential to prioritize the optimization of SMS notifications and the improvement of the Olark Chat service***

- 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: ***A good strategy will be:***

- To broaden our lead audience, we aim to include leads with slightly lower conversion probabilities.
- Technically, we can achieve this by adjusting the cutoff value in our Logistic Regression Model to classify more leads as 'hot leads.'
- By doing this, we optimize resource utilization and increase the likelihood of converting leads with lower conversion probabilities.

**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: ***A good strategy will be:***

- To concentrate on a more targeted lead audience, we aim to exclude leads with lower conversion probabilities.
- Technically, we can achieve this by adjusting the cutoff value in our Logistic Regression Model to classify fewer leads as 'hot leads'.
- By doing this, we streamline our efforts while still achieving satisfactory conversion rates.