ASSIGNMENT SUBJECTIVE QUESTIONS

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

Answer: top three variables:
- ✓ Lead Source: positively contribute to probability of lead conversion
- ✓ What is your current occupation: positively contribute to probability of lead conversion
- ✓ Last Notable Activity: positively contribute to probability of lead conversion

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Question 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: top 3 categorical/dummy variables:

- ✓ **Lead Source_Welingak Website**: leads who come from Welingak Website are more likely to be hot leads
- ✓ **Lead Source_Reference**: Leads acquired from Reference are more likely to be converted
- ✓ **What is your current occupation_Working Professional:** leads who have Working Professional Purpose tend to be hot leads.

The company should focus most on those leads in order to increase the probability of lead conversion.

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Question 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: Because they want almost all of potential leads to be converted, my suggestion is as follow:

✓ The objective is to contact potential leads as much as possible, we need to increase Recall (Sensitivity) of the model by choosing lower cut-off point. That means we accept lower rate of conversion to reach larger number of potential leads.

✓ The sale team should divide list of leads to interns and guide them to put leads with high score in high priority to make phone calls.
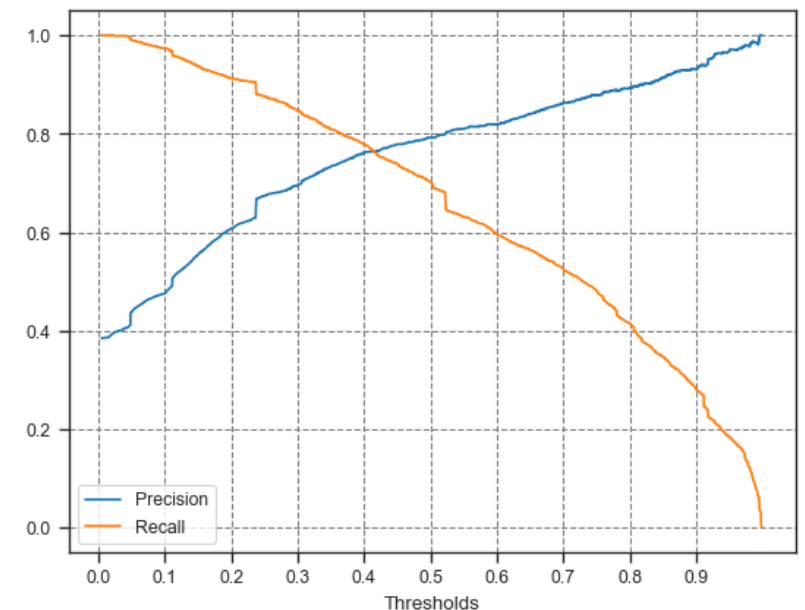
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Question 4: Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls 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: Because the company want to reduce the rate of useless phone calls, my suggestion is as follow:

- ✓ The objective is to increase the conversion rate, we need to increase Precision of the model by choosing higher cut-off point. That means we will focus on contacting leads with high probability to converted, instead of contacting large number potential leads.

- ✓ The sale team should focus on making phone call to high score leads first.