

SUBJECTIVE ASSIGNMENT

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

Answer: Based on the coefficient values of our final model (screenshot below)

Following are the top 3 variables that contribute most towards the probability of a lead getting converted.

- Lead Source_Welingak Website
- Lead Origin_Lead Add Form
- What is your current occupation_Working Professional

	coef
const	-0.4776
Total Time Spent on Website	1.0858
Lead Origin_Lead Add Form	2.7911
Lead Origin_Lead Import	-1.1648
What is your current occupation_Working Professional	2.7139
Specialization_Banking, Investment And Insurance	0.8176
Specialization_Business Administration	0.3784
Specialization_E-COMMERCE	0.9070
Specialization_International Business	0.5717
Specialization_Management Specializations	0.5712
Specialization_Media and Advertising	0.6650
Lead Source_Direct Traffic	-1.3846
Lead Source_Google	-0.8759
Lead Source_Organic Search	-1.0004
Lead Source_Referral Sites	-1.0744
Lead Source_Welingak Website	3.0870

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 in the model which should be focused the most on in order to increase the probability of lead conversion are: -

- Lead Source_Welingak Website
- Lead Origin_Lead Add Form
- What is your current occupation_Working Professional

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: The final prediction is calculated based on the optimal cut off value of 0.25. Therefore in order to make sales more aggressive, the company should contact all the leads which have a conversion probability value = 1.

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.

Solution: In this phase the company needs to focus more on other methods of marketing like automated emails and SMS. In this way calling won't be required unless it's an emergency. Thus the sales team can focus on some new work.