Assignment Subjective Questions & Answers

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

A) Top 3 Variables are:

- Total Visits: An increase in the total number of visits to the website has a significant positive effect on the likelihood of conversion.
- Total Time Spent on Website: More time spent on the website also strongly correlates with higher chances of conversion. This suggests that engaged leads who spend more time exploring are more likely to convert.
- Lead Source: Leads from Olark Chat & Welingak website are positively associated with conversion, implying that interactions via chat can enhance conversion chances.

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?

A) The top three categorical/dummy variables to focus on for increasing the probability of lead conversion are:
- Lead Quality_High in Relevance: Leads with this quality are most likely to convert.
- Lead Quality_Low in Relevance: This variable also contributes positively with conversion as it has high coefficient
- Lead Source_Welingak Website: With a coefficient of 3.534517, this source is highly effective at driving conversions.

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.

A) I would just to go with below strategy:

- Focus on Leads with High Lead Quality Scores: Prioritize leads with high "Lead Quality" scores (e.g., "High in Relevance" and "Low in Relevance").
    - Reason: These categories have the highest positive impact on conversion probability, making them ideal targets for aggressive follow-up.

- Utilize Effective Lead Sources: Target leads from sources with high positive coefficients, such as "Welingak Website" and "Olark Chat".
    - Reason: These sources have shown to significantly increase conversion likelihood, so focusing on them will be beneficial.

- Engage with Leads Showing Strong Indicators: Prioritize leads with high total visits and more time spent on the website.
    - Reason: These behaviors strongly correlate with a higher chance of conversion, suggesting they are more engaged and likely to convert.

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.

A) I would just to go with below strategy:

- Focus on High Lead Scores: Call only leads with the highest predicted conversion probabilities (scores close to 1).
    - Reason: These leads are most likely to convert, ensuring calls are more effective.
- Prioritize High-Quality Leads: Target leads with the best quality ratings (e.g., "High in Relevance").
    - Reason: High-quality leads have a better chance of conversion.
- Minimize Calls Based on Recent Engagement: Contact leads showing recent high engagement metrics.
    - Reason: Engaged leads are more likely to convert, making calls more worthwhile.
- Review and Adjust Strategy: Continuously monitor call outcomes and refine targeting criteria.
    - Reason: Ensures calls are only made to leads with a high likelihood of conversion.

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