

## **SUBJECTIVE QUESTIONS**

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

**Solution:**

- ***Last Notable Activity\_Had a Phone Conversation:*** Leads that have been tagged Phone conversation as the last notable activity of the student.
- ***Lead Source\_Welingak website:*** Leads that are from the source Welingak website
- ***Lead Origin\_Lead Add Form:*** Leads which had the origin as form, also have significant correlation with the conversion.

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?

**Solution:**

- ***Last Notable Activity\_SMS Sent :*** Leads that have been tagged SMS Sent as the last notable activity of the student.
- ***Lead Source\_Olark chat :*** Leads which had the lead source as olark chat, also can be focused for the conversion.
- ***Total Time Spent on Website :*** Leads which have spent most time on website can be focused for successful conversion.

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.

**Solution:**

Since the prediction accuracy of our model is already looking great, the above approach is possible by taking the following measures:

- They should deploy their veteran sales executives for the leads which are having the low probability during the given two months period, which will ensure the company's best efforts to convert the low probable leads.

Phone calls can be done to:

1. Last Notable Activity\_SMS Sent
2. Lead Source\_Olark chat
3. Total Time Spent on Website

- They can deploy the newly hired interns towards their best leads (which already have a high probability of conversion) since a less aggressive approach towards those leads would also have a good chance of conversion.

Phone calls can be made to :

1. Last Notable Activity\_Had a Phone Conversation
2. Lead Source\_Welingak website
3. Lead Origin\_Lead Add Form

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:**

During the quarter prior to the deadline, the company has the least time in its hands. So it is of great importance that it concentrates more on **Fresh leads that have greatest lead conversion rate**. Unnecessary calls should be avoided and they should follow the leads. Prioritizing can be done on the basis of lead score. Leads with lead score greater than 80% can be targeted.

They can prioritize to focus more on other methods like automated emails and SMS for the specified hot leads above. This way calling won't be required unless it is an emergency.