

Subjective Question-Answers

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

Ans: Top three variables which contributes most towards the probability of a lead getting converted are as follows:

- Do Not Email
- Lead Source
- Last Activity

- 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: Top three variables which contributes most towards the probability of a lead getting converted are as follows:

- Lead Source_Welingak Website
- Last Activity_SMS Sent
- Last Notable Activity_Modified

- 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: Phone calls must be made to people if:

- Their lead source are any of the following:
 1. Google
 2. Reference
 3. Welingak Website
- If the lead origins from:
 1. Landing Page Submission
 2. Lead Add Form
- If their last activity is 'Email Opened'.

- 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: During this time, the strategy of automated emails and SMS can be taken in consideration. This will help in keeping the customers engaged with high value as well as reduces the need to make phone calls.