Subjective Questions

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

Ans: The primary factors influencing the outcome are:

- **Total Time Spent on Website**: The more time a visitor spends on the site, the higher the likelihood of conversion.
- **Total Visits**: Repeat visits signal interest and intent, contributing positively to the conversion probability.
- **Lead Source (Google)**: A lead sourced from Google indicates a potentially higher conversion probability.

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:

The following lead sources have been identified as critical factors in increasing the likelihood of conversion:

- **Lead Source: Google**: Leads from Google show a higher propensity for conversion.
- **Lead Source: Direct Traffic**: Direct traffic also indicates engaged visitors, leading to better conversion chances.
- **Lead Source: Organic Search**: Organic search visitors are valuable as they have already shown interest in the content.

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 should be prioritized for leads that demonstrate the following behaviors:

- **High Engagement**: Leads that spend substantial time on the website are likely interested and should be contacted. Engaging content can encourage them to return to the site.
- **Repetition**: Leads who return to the site multiple times indicate sustained interest and should be considered for phone outreach.
- **Recent Interaction**: Leads whose last activity was through SMS or an Olark chat conversation should be prioritized for follow-up calls.
- **Professional Background**: Individuals identified as working professionals are more likely to have the intent and ability to make a purchasing decision, making them prime candidates for phone calls.

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:

For leads where the likelihood of conversion is low or where direct contact may not be necessary, focus should shift towards less intrusive methods:

- **Automated Emails and SMS**: For these leads, automate communication through emails and SMS to nurture their interest. Phone calls should only be considered if there's a critical need or if the lead shows a significant chance of conversion.
- **Emergency Contact Only**: Phone calls should be reserved for high-priority leads or emergency situations, especially if automated outreach proves ineffective.