

## **Assignment Subjective Question**

**Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

**Answer:** - Below mentioned variables are contributes most towards the probability of a lead getting converted.

- ✓ Total Time on Website
- ✓ Total Visits
- ✓ Lead Source with elements Olark Chat

**Q2. 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:** - Below mentioned top 3 categorical/dummy variables present in the model which should be focused the most on in order to increase the probability of lead conversion.

- ✓ Lead Source with elements Olark Chat
- ✓ Last Activity with elements SMS Sent
- ✓ Last Activity Others.

**Q3. 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:** - For an efficient strategy implementation, we need to make almost all the potential leads to be converted and for that focus on below Continuous and Categories or dummy variables as these variables are impacting more on potential lead to be converted (Hot leads).

- ✓ Lead Source with elements Olark Chat
- ✓ Last Activity with elements SMS Sent
- ✓ Total Visits
- ✓ Total Time on Website

One should not emphasis more on the below Categorical Variables. As it's Coefficient value shows negative values and also these variables have very lower chance (Cold leads) to get converted for which we don't utilize our effort as our goal is to make most of the customers converted.

- ✓ Lead Origin API
- ✓ Lead Origin Landing Page Submission
- ✓ Last Activity Olark Chat Conversation
- ✓ Last Activity Email Bounced

**Q4. 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.**

**Answer: -**

- ✓ Under such situation the company should introduce some new cost-effective operation procedure called as D-I-Y Do It Yourself like Auto response email, for immediate response.
- ✓ X Education can use AI based ChatBoat in the website, so that people will be more interested to know about the company and client can get the query resolved immediately
- ✓ These strategies can be used with customers that have a very high chance to enrolment for the course.