

Subjective questions answered.

by

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

ANSWER -The below are the top three variables in our model which contribute most towards the probability of a lead getting converted.

1. Lead Source
2. Current_occupation
3. 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?

ANSWER -The below three categorical/dummy variables should be focused the most on in order to increase the probability of lead conversion

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|--|----------|
| a. Lead Source_Welingak Website | 5.388662 |
| b. Lead Source_Reference | 2.925326 |
| c. Current_occupation_Working Professional | 2.669665 |

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.

ANSWER – Intern should call lead source from Welingak Website and References who are working professionals.

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 not to 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 – Once the target is achieved X education can do the automated follow-up on the email and SMS or pop-up, which should be not costly as it will be system generated. Targeted automated follow-up should go to below top five dummy variables.

1. Lead Source_Welingak Website	5.388662
2. Lead Source_Reference	2.925326
3. Current_occupation_Working Professional	2.669665
4. Last Activity_SMS Sent	2.051879
5. Total Time Spent on Website	1.049789