

Questions asked:

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

Answer:

These are the top variables that contribute towards the result

- Lead Source(Reference Welingak Website)
 - Last Activity(Had a Phone Conversation)
 - Last Notable Activity(Unreachable)
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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:

Top 3 Categorical/Dummy variables to increase probability are:

- Lead Source Reference
 - Lead Source Welingak Website
 - Last Activity Had a Phone Conversation
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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:

Phone calls should be made to individuals if:

- They spend a significant amount of time on the website (make the website interesting to encourage their return).
 - They repeatedly visit the website.
 - Their last activity involves SMS or Olark chat conversation.
 - They are working professionals.
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- 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.

Answer:

To summarize, in situations where phone calls may not be necessary, it is recommended to focus on other methods like automated emails and SMS. Phone calls can be reserved for emergencies or for customers with a very high chance of making a purchase. This strategy allows for effective communication while optimizing resources and targeting specific customer segments.
