Assignment Subjective Questions & Answers

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

   Answer: The top three variables in your model which contribute most towards the probability of a lead getting converted are
   - Lead Origin_Lead Add Form: 3.08
   - Current Occupation_Working Professional: 2.61
   - Lead Source_Welingak Website: 2.53

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 top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are
   - **Lead Origin_Lead Add Form:**
     We can put Lead Add Forms on all social media platforms especially on 'Welingak' Website as it has positive conversion coefficient.

   - **Current Occupation_Working Professional**:
     Working professionals have higher chances to convert as they can have financial stability, So, more focus should be given in engaging with the Working professionals.

   - **Lead Source_Welingak Website**
     We Should focus more on allocating budget on Advertisements, Adding Lead forms in Welingak Website to attract more leads as the conversion rate of the leads from this website is high.

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:
Good Strategies:

- Adding Lead forms in Welingak Website to attract more leads as the conversion rate of the leads from this website is high.
- Conversion rate of the leads from the Lead Source-Reference is also high. If the company offers good incentives for providing references and discounts to the converted leads using reference codes can increase the conversion rates.
- Working professionals have higher chances to convert as they can have financial stability, So more focus should be given in engaging with the Working professionals.
- Making calls to the people whose lead score assigned in the logistic model is high.
- Calling people from the source 'Olark Chat'/keeping a regular Olark Chat Conversation.
- As per the model, the leads whose last activity is 'SMS Sent' have a high conversion rate. Offering more discounts/sending reminders about the offers will work for converting them successfully.
- Calling existing convertees for References and offering cash back if their reference is successfully converted.

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: Strategies they should employ at this stage are
- Focussing on the activities such as personalized emails, SMS, WhatsApp reminders about offers/discounts.
- Sending automated emails to the existing convertees for References and offering cash back if their reference is successfully converted/discount the References.
- Sending automated Emails to only those who have extremely high chances of getting converted. This list can be obtained from the logistic model built by Data Scientists/ML Experts. They check Lead Score. The leads whose lead score >=0.9 are likely to be converted.