

Assignment Subjective Questions

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

The top 3 variables that contribute most towards the probability of lead getting converted are TotalVisits, Total Time spent on the website, Lead Origin_Lead Add Form

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?

Lead Origin_Lead Add Form, Last Activity_Had a phone conversation, Lead Score_Wellingak Website

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.

Phone calls can be done if

- a) If they are spending so much time on website, so they can try making website attractive and more user friendly to increase traffic
- b) They are coming back to websites repeatedly.
- c) Their last activity is through SMS or Olark Chat conversation.

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.

In this case, they need to adopt other methods like automated emails, SMS. In this way phone calls will be done when extremely necessary and also they should make it a point to contact only working professionals as those are the ones who would end up buying courses online for the prospect of more career opportunities.