

## CASE STUDY SUBJECTIVE QUESTIONS

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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:**



Basing on the picture above, The three variables which help the most in predicting the dependent variable are

1. Lead Origin\_Lead Add Form
2. Lead\_Source\_Welingak Website
3. What is your current occupation\_Working Professional

**(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:** Based on the picture above, the top three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are

1. Lead Origin\_Lead Add Form
2. Lead\_Source\_Welingak Website
3. What is your current occupation\_Working Professional

All the above three are predictors with positive coefficient. So, helps in the increase in the probability of lead conversion

**(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:** Calls should be done mainly on leads with the below conditions:

1. If the lead is a working professional
2. If source of the lead is from "Welingak Website"
3. If the Lead filled up the "Lead Add Form" in Lead Origin
4. If the Lead spend much time on the website
5. "SMS Sent" is the last activity of that lead
6. If source of the lead is from "Olark Chat"

There are some other predictors that help in increasing the lead probability of conversion but the above conditions can be easily identified and the probability of lead conversion is also very high with positive coefficient

**(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:** We can reduce the percentage of useless calls if we use other forms of communications. Such as "Email" or "SMS" as both ways are shown that they affect the probability of lead conversion to some extent. Through this we can even know whether a lead is a hot lead or not to some extent. Basing on that we can call that lead if the lead is highly probable to convert to a consumer. Thus, reducing the usage of calls to a large extent.

Checking for the leads who are spending lot of time on the website are also a potential consumers. Thus, we can start communicating with them through "Email" or "SMS". This makes the process much more efficient.

We can increase the threshold value for conversion probability.