

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

Answer:

- Total Time Spent on Website.
As the total time spent on website increases, the probability of a lead getting converted also increases.
- What is your current occupation_Student.
The probability of a lead getting converted is less if the current occupation is student.
- What is your current occupation_Unemployed.
The probability of a lead getting converted is higher if the subject is unemployed.

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:

- Last Activity_SMS Sent
 - Lead Source_Olark Chat
 - Lead Origin_Lead Add Form
- The lead origin as well as lead source are significant dummy variables in order to increase 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:

The team should target those people who spent higher time on the website. Among these people they need to focus mainly only those people who are not students and who are unemployed or employed, but want to have more business knowledge. The interns should reach them more competitively and explain them how good the X-education is compared to other institutions.

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:

Better to not focus on students as well as unemployed. As students are pursuing their own courses and unemployed people may not have enough budget to access any course from the X-education. The team can target those people, who last activity was SMS sent (Excluding students and unemployed) and explain about some feasible discounts.