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

Below variables are selected on the basis of their positive coefficients that lead to higher probability.

Answer:

a)Lead Origin – 0.6241

b) **Total Time Spent on Website – 1.04**

c)Asymmetrique activity score – 0.8678

1. 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:

1. Lead origin
2. Lead source
3. tags
4. 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:

I would suggest to focus on people who belong following categories more.

a)Focus on people who spend more time on their websites

b) Having high asymmetrque score

c)Good lead source and lead origin –Better lead origin and source are increasing the chances converting the leads

Focusing on the above categories more and more will lead to more conversions

1. 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:

I would Suggest not focus on people who have requested for free copy of mastering the interview and people who opt for do not mail.

Instead they can focus on improving there lead source , origin and make them spend more time on their websites by giving them more information.