Assignment Subjective Questions

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

ANS: Important features responsible for good conversion rate or the ones' which contributes more towards the probability of a lead getting converted in decreasing order are:

a) Lead Source_Welingak Website
b) Lead Source Reference
c) 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?

ANS: 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

a) Lead Source
b) Last Activity
c)What is your current occupation

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.

• Identify leads who spend a significant amount of time on the X-Education website (Total Time Spent on Website) and make phone calls to them

• Target leads who return to the site repeatedly (Page Views Per Visit).

• Give more importance to leads hired through referrals because they are more likely to convert.

• Students can be contacted over phone as the course is industry-oriented, they have less chance of converting. Also, this can be a motivating factor to ensure that they are industry-ready by the time they complete their education.

• We see that leads/students last activity is through SMS, try to call them directly and understand their needs and help them in conversion.

6.   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.

* At this point, company should focus on automated e-mails and SMS.

*Avoid focusing on students because they are studying and would be unwilling to enroll in a course designed specifically for working professionals at this point.

*Do not contact "unemployed" at this point of time as the company reaches its target for a quarter before the deadline