

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

Answer:

The top 3 variables which contribute most towards the result in model are:

1. Total Time Spent on Website
2. When LeadOrigin is 'Lead Add Form'
3. When LastActivity was 'SMS Sent'

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:

The top 3 categorical/dummy variables to increase the probability are:

1. When LeadOrigin is 'Lead Add Form'
2. When LastActivity was 'SMS Sent'
3. When LeadSource is 'Olark Chat'

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:

A good strategy will be to focus on the below variables which contribute the most of a potential customer to get converted:

- Total Time Spent on Website
- When LeadOrigin is 'Lead Add Form'
- When LastActivity was 'SMS Sent'
- When LeadSource is 'Olark Chat'
- TotalVisits
- When LastActivity was 'Email Opened'

The intern should avoid the below variables as they have a negative impact on the potential customers turn around:

- What_is_your_current_occupation has Missing Data
- What_is_your_current_occupation is 'Unemployed'
- What_is_your_current_occupation is 'Student'
- LastActivity was 'Email Bounced'
- LastActivity was 'Olark Chat Conversation'
- LeadSource was 'Direct Traffic'

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:

The company can focus on having a "chatbot" that can be trained on the most relevant questions being asked by customers. Additionally, the chatbot can be trained on the most definite user pattern of converted potential customers i.e. the series of steps they do before getting converted and the bot can come up with personalized recommendations based on this pattern recognition.