

Assignment Subjective Question

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

Answer: The above Features that are highly impacted towards the result.

- The total time spend on the website
- Total number of visits
- Olark chat conversation

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 most 3 Categorical/dummy variables to increase the Probability are:

- Lead Source Olark Chat
- Last Activity SMS Sent
- Last Activity Others.

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:- At this stage in order to convert almost every potential lead is to focus on continuous and categorical dummy variables because these attributes are having the most influence on the potential lead being converted.

- The total time spend on the website
- Total number of visits
- Lead Source Olark Chat
- Last Activity with elements SMS

We should not give much importance on Categorical variables given below. Because their coefficient value shows negative values and these variables are less likely to convert for which we do not use our efforts. As our target is to convert most of the customers.

- Lead Origin API
- Lead Origin Landing Page Submission
- Lead Origin Lead Import
- Last Activity Email Bounced
- Last Activity Olark Chat Conversation

Q4. 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 should use auto response Email to give immediate response to the people.
- Company can also use Chatbot and people will be more interested to know about the information.
- These strategies can help to attract more customers.