

Subjective Questions

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

Ans. Below are the top variables that contribute towards the result:

- CurrentOccupation_Working Professional with 2.66 coeff
- LastActivity_Had a Phone Conversation with 2.47 coeff
- LastActivity_SMS Sent with 1.60 coeff

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. Top 3 Categorical/Dummy variables to increase probability are:

- CurrentOccupation_Working Professional with 2.66 coeff
 - People who are working -professional are more likely to convert into Hot-Leads, company should focus on these Leads.
- LastActivity_Had a Phone Conversation with 2.47 coeff
 - Leads whose Last activity has Phone Conversation with Team are converted, company can target such leads.
- LastActivity_SMS Sent with 1.60 coeff
 - Company should be focused on sending SMS with new Offers and other attractive deals.

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.

Ans. Aggressive Strategy must include the below points and make Phone calls to:

- Leads who has spent a lot of time on the website, and this can be done by making the website interesting and thus bringing them back to the site.

- Should make Phone calls to all the potentials lead , as model predicted the cut-off 0.37 , team should definitely call to people whose Lead score is greater than 37 as they are likely to be converted.
 - Leads whose last activity is through SMS or through Olark chat conversation or Phone Conversation.
 - Leads who are already working in some profession chances are very for them to convert.
 - Leads also seen converted of Lead Add Form from Lead Origin.
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.

Ans. In this condition they need to be more focused on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency.

Team should be focusing more on building attractive websites so that the customer engagement will be more with ChatBot, etc.

They can strategies sending Offers for referral customers. All in all, Team should focus on improvising the methods for future, by taking feedback from Data Scientist about model and try automate all the conversion during this time.