

Subjective Questions

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

Ans: - Total visits, Page views per visit, Total time spent on website are the top three variables in our model which contribute most towards the probability of a lead getting converted.

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: - Lead source_Olark chat, Lead source_Google, Last activity_SMS sent are the top three categorical dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion.

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: - In order to solve this type of problem, the company should focus on the least no. of people who are scored less in lead score. The sales team should address the variable like how the candidate came across the course. Then the company can show some advertisement in the candidate's social media like benefits after taking the course, how it differs from other institutes, the more facilities that are provided, valuable certification course, job expectation after the course. The sales team should provide more information in the internet or personal website. So the candidate can give some attention to the company.

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: - As the company doesn't need to make useless phone calls, they should more focus on the high lead scoring candidates. As the Lead score variable in the model shows the perfect idea about the interest of the candidate, they should make a call to those people instead of all the people who came across the website. The sales team should provide more information about the course and make the procedure as simple as possible, so that the candidate don't get much trouble in the future.