

Subjective Questions

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

Ans. Based on the values of coefficients. The following (in decreasing order of their impact) contribute most towards the probability of a lead getting converted:

- a) Tags_Closed by Horizon
- b) Tags_Lost to EINS
- c) Tags_Will revert after reading the email

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 RFE selected only Categorical/Dummy variables for the model hence, the top 3 Categorical/Dummy variables to increase probability are same as above and are as follows in decreasing order of their impact):

- a) Tags_Closed by Horizon
- b) Tags_Lost to EINS
- c) Tags_Will revert after reading the email

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. A good strategy would be qualitative and quantitative in nature. Few steps suggested to ensure conversion are:

- a) Training of Interns on soft skills to correctly tackle clients
- b) Training of interns on the Linear regression model so that they understand the implications of variables in practical
- c) They should focus on the variables deemed important by the model
- d) Follow up with clients should be done in letter and spirit
- e) Phone calls to be made during working hours only
- f) Regular feedback must be taken by the managers and corrective actions to be taken if any.

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. The new strategy can also incorporate other things which the company wants to try out. Following steps can be taken:

- a) Use automated technologies such as SMS or Email to reach customers
- b) Quick calls to customers who have requested call back
- c) Focus on collection of Data from non-leads to identify future courses of action
- d) Detailed analysis of present data to have more accurate models for future so that success can be repeated