

Subjective Questions

(Roll no: 11, 43, 55, 60, 86)

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

Ans. The following are the top three variables that contribute the most towards the probability of a lead getting converted:

- Lead_Origin_Lead Add Form
- Lead_Origin_Lead Import
- Last_Activity_Page Visited on Website

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:

- API (Origin)
- Email Opened (Last_Activity)
- Google (Lead Source)

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. Phone calls must be done to people if:

- They spend a lot of time in the website. This can be done by improving the website and thus bringing them back to the site.
- They are seen coming back to the website repeatedly.
- Their last activity is through SMS or through Olark chat conversation.
- They are working professionals.
- They are Unemployed professionals, in order to increase the conversion rate here.

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.

- They need to focus more on methods like automated emails and SMS. This way making phone calls won't be required unless it is extremely necessary.
- They can improve their online website, so that people spending time and checking their site will be more interested to know about the various courses. The above strategy can be used.