

Subjective Questions

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

Explanation : Top three variables in the model which contribute most towards the probability of a lead getting converted are :

1. Total Time Spent on Website
2. Last_notable_activity_sms_sent
3. 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?

Explanation: Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- a. 'Last_notable_activity_sms_sent'
- b. Tags_will revert after reading the email
- c. Lead origin_lead add form

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.

Explanation:

1. Make phone calls to the leads having lead score of greater than 60.
 2. Make phone calls to the people spending more time on website and are currently working professionals.
 3. Few Interns should be dedicated to make the website more engaging and user friendly
 4. Leads with Last activity as SMS sent should be followed up regularly as they have high chance of being converted.
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.

Explanation : During this time people can use SMS services and Olark chat conversation to be in regular touch with the leads having lead score greater than 40. Also implementing chat bots will be more efficient in solving frequent queries