

Subjective Questions and their Answers

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

Answer: Based on the model below variables are contributing most either positively or negatively:

1. Lead Source:

- Welingak Website – Positive Contribution
- Reference – Positive Contribution
- Olark Chat – Positive Contribution

2. Tags

- Will revert after reading the email – Positive Contribution
- Ringing – Negative Contribution

3. Last Activity

- SMS Sent – Positive Contribution
- Email Opened – Positive Contribution
- Olark Chat Conversation – Negative Contribution

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?

Answer: Below categorical variables have to be focused more to increase probability of Lead Conversion:

- Welingak Website from Lead Source columns
- Will revert after reading the email from Tags column
- Reference from Lead Source column



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.

Answer:

- Sales team should focus more on spending their advertising in Welingak website as they got top hot leads from Welingak source. They can also concentrate more on leads who came through Reference.
- Sales team could focus more on people whose current status says Will revert after reading the email as they are positively considering for Conversion.
- Customers who communicate through SMS, Working Professionals and customers who spend lot of time on Website are some more categories sales team could concentrate as a Potential leads

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.

Answer:

- Sales team could not focus more on customers who doesn't respond to calls as they are not showing much interest in Conversion.
- Sales team could also ignore customers who are based on Hospitality Management, Travel and Tourism as they don't have much potential leads from this specialization
- Sales team could ignore could also ignore students as they won't be having much time in focusing on online courses while dealing with their Exam schedules.

