

Subjective Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Total Visits - Higher Total number of Visits to platform, higher the probability of the lead converting into a customer.
 - Occupation - Higher Total number of unemployment people to platform looking for better career, higher the probability of the lead converting into a customer.
 - Total Time Spent on Website - Higher the time spent on the website, higher the probability of the lead converting into a customer.
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?
 - Lead Source_Google
 - Last Activity_Email Opened
 - Last Notable Activity_Had a Phone Conversation
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.
 - By considering the model various points Lead Source, Time spent, Page visited, Occupation
 - Start calling customer with right education counsellor to make understand about the X Education system to customer.
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.
 - Focus on the customer who wants get better career prospects.
 - For students X education company can offer some student offers to attract towards online education.