

Subjective Question

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

Ans –

The top three variables in our model are :

1. TotalVisits
2. Lead Source (Welingak Website)
3. Total Time Spent 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 –

The top 3 dummy variables in our model are :

1. Welingak Website (Lead Source)
2. Reference (Lead Source)
3. Working Professional (What is your current occupation)

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 –

For aggressive conversion we need to consider the following cases as they might have higher rate of conversion :

1. Through Recommendations
2. Total time spent on website – those with high for X – education.
3. Pages views per visit – that visit the site often.

We need to target these make calls and send SMS more often to understand their situation and explain them how this can transform their career and help them.

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 –

1. Do not approach (Call) Students.
2. Do not approach (call) Unemployed.