

Assignment Subjective Questions

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

Ans: The variables which impact the model and probability of lead getting converted are :

- a. Lead Origin : Lead Add Form(In a positive fashion),
- b. Occupation: Unemployed (In a negative fashion) and
- c. Occupation: Other / Student (Negatively)

- 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 variables the company should focus on are the ones with positive coefficients and they should work towards chasing and converting these by spending more time and effort on them, the ones with negative coefficient should be least of the concern. The following variables should be focused on:

- a. Lead Origin : Lead Add Form
- b. Last Activity: SMS Sent
- c. Lead Source: Olark Chat

- 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: The interns and sales team should definitely look at the variables which are most importantly affecting the prediction to come out as 1. Primarily they should focus on people who are:

- Spending a lot of time on the website
- Leads are adding form
- Leads from Olark Chat
- Leads where the last activity was sending SMS

Apart from these they should focus less on the leads with the following characteristics:

- Leads who do not email
- Leads who already have been converted before
- Leads who leave after Olark Conversation, do not proceed forward
- Leads who are Students, Unemployed or their occupation is unknown
- Leads who are not very active in terms of Activity of platforms

As we have a nice bunch/segments of where leads should be chased and converted and where their isn't a lot of success, we now have a strategy to focus on. Also, since there are extra

people during this internship, there could be a focus on improving the stats for people who are generally not converted. This would be the right time to make the weaknesses strengths.

- 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:

Once the targets are reached, now the focus should be to look at pain points and places from where the lead conversion is not so good. Primarily, one of the strategies could be increase the leads population to provide contact details, email information, this will help develop a new data base of people to focus on in the next quarter.

Another strategy could be take and keep proper feedback from people who are already enrolled and converted. We have seen from data that these people do not necessarily get converted again to different programs, to collate improvement points and passing on right feedback to right teams is very necessary.

Third strategy could be to create standard comments etc which would be given by sales team when they approach a lead, so that right information is available on status of each lead. At present, we saw there were too many nulls in a lot of columns so we had to remove them, there could have been places where these columns would have helped us predict future leads.