

## Assignment-based Subjective Questions

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

**Ans:**

The top three variables which contributed most towards the probability of lead getting converted are:

- "*TotalVisits*": The total number of visits made by the customer on the website.
- "*Total Time Spent on Website*"
- "*Page Views Per Visit*": Average number of pages on the website viewed during the visits.

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

**Ans:**

The top three categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion are:

- Lead Source with Olark Chat
- Lead Source with Reference
- Lead Source with Welingak Website

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:**

Some of the strategy that are needed to keep in mind while making phone calls to leads are:

- “Total Time Spent on Website”: Leads spending more time on websites. This shows their interest in company’s offering.
- “TotalVisits”: Leads visiting company website often shows potential. Highlight our unique strengths to convince them!
- Focus on Leads having their Current Occupation as “Working Professional”.
- Leads with Last Activity performed through SMS or Olark Chat Conversation.
- Lead Source Reference (Come through referrals): People recommended by others are more likely to join up the course.

**4. Similarly, at times, the company reaches its target by 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:**

At this period of time, company must focus on following strategies like:

- Focus more on “Working Professional” rather than unemployed, they can afford to spend on courses.
  - Communicate leads through automated mails or SMS instead of phone calls, unless its emergency.
  - Do not focus on students, they may not enroll for the level of courses designed for working professionals, as it can be too early for them while already studying in schools or colleges.
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