

Assignment Subjective Questions

Lead Source_Welingak Website	5.811465
Lead Source_Reference	3.316598
What is your current occupation_Working Professional	2.608292
Last Activity_Other_Activity	2.175096
Last Activity_SMS Sent	1.294180
Total Time Spent on Website	1.095412
Lead Source_Olark Chat	1.081908
const	-0.037565
Last Notable Activity_Modified	-0.900449
Last Activity_Olark Chat Conversation	-0.961276
Lead Origin_Landing Page Submission	-1.193957
Specialization_Others	-1.202474
Do Not Email	-1.521825
dtype: float64	

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

Ans

- Whether the lead is sourced from Welingak Institute or not
- Whether potential lead is sourced from reference or not
- Whether the lead is currently working as professional or not

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

- Whether the lead is sourced from Welingak Institute or not
- Whether potential lead is sourced from reference or not
- Whether the lead is currently working as professional or not

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

- Focus on leads that are sourced through Welingak website, references and Olark Chat
 - Focus on Working Professionals
 - Focus should be directed towards people who spend more time on website
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

To Minimize the rate of useless calls, prioritize the following points:

- Do not focus on people who chose no to email
- Do not focus on people who do not specify their specialization
- Do not focus on people who originate from landing page