

## Subjective Questions and Answer

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

The Top three variables that contribute most to the model are

- Lead Source (its effecting positively and negatively)
- Last Activity
- What is your current occupation

The lead source is affecting the model both positively and negatively. Whereas Last activity is affecting more positively and current occupation is also considerable (mostly working\_professionals).

Question – 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?

The Top three categorical/dummy variables that contribute more to our model are

- Lead Source\_Welingak Website
- Last Activity\_Had a Phone Conversation
- Lead Source\_Reference

Even we have high contributing factor of 'Last\_Activity\_Unreachable'. But we'll prefer keeping the above features as contributing factors.

So, whenever the lead had a phone call or he came through reference, his probability of converting is high and the leads coming from Welingak Website is high in percentage.

Question – 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.

It is entirely the business decision to focus more on the people who would like to spend time on who are not able to convert or who are converting.

If people are not converting for a particular variable (eg – even if we made calls or advertised multiple times for people who are using social media they are not converting, it would be a

waste of time, energy and money to counsel them) we would think of another strategy of gaining more leads in the more contributing variables and making them converted.

For example, if we observe that the percentage turnout of converted is 75% for a particular variable, we should focus more on that variable and try to find out ways to gain more. But if percentage turnout of converted is less than 30% for a particular variable, then we should probably stop the way we are advertising through that method.

So as the interns are ready to make phone calls, our strategy would be making calls for the people who has a considerable amount of turnout. i.e. not too high turnout. For example, we have a high turnout from Welingak Website. So, we should not spend too much on advertising or making phone calls to those viewers because we already have a good turnout.

So, we should start calling first the 'Working\_Professionals' and 'References' which were discussed above. Then we have to start calling the 'Persons sent with an SMS' and 'Persons spending time on Website' etc.

Question – 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.

If we look at the dataset, we have only the following type of people – Businessman, Student, Unemployed, Other and working professionals.

So, we would say, we should not make useless calls to the students who are already studying.

We have high number of Unemployed people who are not converted around 3000 people. So, it won't be a good idea to focus more on them as the financial elements play a role.