

Assignment Subjective Question

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

Ans: - The key features that significantly influence the likelihood of a lead converting are:

- a. **Total Time on Website** – The amount of time a user spends on the website plays a crucial role in determining their engagement and interest.
- b. **Total Visits** – The number of times a user visits the website is a strong indicator of their intent and interest level.
- c. **Lead Source (Olark Chat)** – Leads that interact via the "Olark Chat" channel tend to show higher conversion probabilities.

These features collectively provide valuable insights into user behaviour and help identify the most promising leads.

Q 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 most important categorical variables to focus on for improving lead conversion are:

1. **Lead Source (Olark Chat)** – Leads originating from the "Olark Chat" source are more likely to convert, making this an important channel to prioritize.
2. **Last Activity (SMS Sent)** – Leads where the last recorded activity was "SMS Sent" show higher conversion potential.
3. **Last Activity (Others)** – Other activities categorized under "Last Activity" also contribute significantly to lead conversion.

Focusing on these variables can help target and optimize efforts for better lead conversion rates.

Q 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: - To maximize lead conversion during this period, the sales team should prioritize efforts based on the variables that have the most positive impact on conversion. The recommended strategy is as follows:

Focus on High-Impact Variables

The team should prioritize leads that exhibit the following features, as these significantly increase the likelihood of conversion:

1. **Total Time on Website** – Leads who spend more time on the website are more engaged and show higher intent to convert.
2. **Total Visits** – Leads with a higher number of visits demonstrate consistent interest and should be given immediate attention.

3. **Lead Source (Olark Chat)** – Leads originating from the "Olark Chat" channel are highly likely to convert and should be prioritized.
4. **Last Activity (SMS Sent)** – Leads whose last activity was "SMS Sent" show strong potential and should be contacted promptly.

Avoid Low-Impact Variables

To optimize time and resources, the team should avoid focusing on the following variables, as they have negative or negligible effects on conversion rates:

1. **Lead Origin (API)**
2. **Lead Origin (Landing Page Submission)**
3. **Lead Origin (Lead Import)**
4. **Last Activity (Email Bounced)**
5. **Last Activity (Olark Chat Conversation)**

By prioritizing the high-impact leads and avoiding those with lower chances of conversion, the team can efficiently allocate their efforts to achieve the best results within the limited time frame.

Q4. 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 reduce unnecessary phone calls while maintaining customer engagement, the company can implement the following strategies:

➤ **Automated Email Responses**

Set up an auto-response email system to ensure that leads receive an immediate reply when they show interest. This helps address basic queries and keeps leads engaged without requiring manual intervention.

➤ **Chatbot Integration on the Website**

Introduce a chatbot on the company website to provide instant support and share relevant information with potential leads. Chatbots can handle frequently asked questions, improving user experience while reducing the need for phone calls.

➤ **Focus on High-Potential Leads**

Prioritize communication (phone calls, if necessary) only with leads who have a very high probability of converting, as predicted by the model. This ensures resources are directed towards the most promising opportunities while minimizing unnecessary efforts.