

ASSIGNMENT SUBJECTIVE QUESTION

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

Ans - Features that are highly impacted towards the result.

- Overall time spent on the website
- Total Number of visits
- Lead source, particularly including Olark Chat elements

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 - Categorical/dummy variables to increase the Probability are:

- Source of the lead, including Olark Chat elements
- Most recent activity, including SMS sent
- Other recent activities

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 - These features have a significant impact on the likelihood of converting a lead into a customer, and prioritizing them will yield the best results:

1. **Total Time on Website:** - The longer a lead spends on the website, the more engaged they are with the content. Leads who spend more time exploring various pages are more likely to develop an interest in the product or service, increasing the chances of conversion.
2. **Total Visits:** - A higher number of visits from a lead generally suggests a stronger level of interest. Frequent visits often point to a lead that is carefully evaluating the options and may have a higher intent to purchase.
3. **Lead Source with Elements like Olark Chat:** - The lead source is a critical factor in understanding how a potential lead came into the funnel. Leads who enter through channels like Olark Chat are often more engaged and may have specific queries or concerns they want addressed in real-time.
4. **Last Activity with Elements Like SMS Sent:** - SMS communication is a powerful channel for reaching leads who may prefer quick and direct communication. If the last activity recorded is an SMS sent to the lead, it suggests a direct touchpoint with the potential customer.

These variables, which show negative coefficients, suggest that investing time and resources into these aspects may not provide the best return:

1. **Lead Origin API:** - Leads originating from APIs may not always reflect high engagement or genuine interest. While they might provide data, they don't necessarily indicate that the lead is actively considering your service or product.
2. **Lead Origin Landing Page Submission:** - Submissions from landing pages may capture leads, but if the submission doesn't reflect an active interest or follow-up engagement, these leads may not be as valuable.
3. **Lead Origin Lead Import:** - Leads that come through an import process—perhaps from a purchased list or a database dump—are typically colder leads. These leads have not been self-initiated and may not be actively looking for your product or service.
4. **Last Activity Email Bounced:** - If an email has bounced, it means that the communication attempt has failed, and the lead may not be receiving your messages.
5. **Last Activity Olark Chat Conversation:** - While Olark Chat is a valuable tool for engagement, a lead who has had a conversation via chat but has not taken any further action may indicate a lack of deeper interest or commitment.

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 –

- **Implementing an automated email response system:** - This would ensure that customers receive immediate replies to their inquiries, helping to maintain their interest and providing a quick, efficient communication channel.
- **Introducing a chatbot on the website:** - A chatbot can efficiently provide information, making it more likely that visitors will engage with the company and explore its offerings.
- **Targeting these strategies at high-potential customers:** - These methods can be especially effective for customers who have a strong likelihood of purchasing the course, ensuring that the company focuses its efforts on leads that are most likely to convert.