

Assignment Subjective Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 1. Total Time Spent on Website
 2. Last Notable Activity_Modified
 3. Last Activity_SMS Sent
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?
 1. Last Notable Activity_Modified
 2. Last Activity_SMS Sent
 3. Tags_Interested in other courses
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.

To increase the number of potential leads to be converted during this specific period, X Education can call the potential leads in case:

- They spend a lot of time in the website, making the website interesting and bringing them back to the site.
 - It is noticed that they come back to the website frequently
 - Their last activity is through SMS or through Olark chat conversation
 - They are working professionals
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.

During this time, X Education can focus more on other methods of timely communication, such as, automated emails and SMS. With this, calling will not be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course.