

Assignment Subjective questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Total Time Spent on Website
 - b. Lead Origin
 - c. What is your current occupation
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?
 - a. Lead Origin_Lead Add Form (Impact positively)
 - b. What is your current occupation_Working Professional (Impact positively)
 - c. Do Not Email (Impact negatively)
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.
 - a. As per Model, go aggressive on leads with more than 40% by contacting them via various channels.
 - b. Create marketing programs to target these users via various channels such as google, Facebook, Instagram.
 - c. Offer these leads additional discounts to get more conversions.
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.
 - a. Do Not Focus on Leads where probability is less than 40%.
 - b. Stop sending Emails as they are impacting leads negatively.
 - c. Only focus on Leads where users are spending more time on website.