Answers - Subjective Questions

Q1: Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans: The top three variables in the final model which contribute most towards the probability of lead getting converted are:

- Total Time Spent on Website
- Last Notable Activity
- Lead Origin

The maximum negative pull comes from low Page Views Per Visit

Q2: 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?

- Total Time Spent on Website
- Last Notable Activity_Had a Phone Conversation
- Lead Origin_Lead Add Form

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.

All leads with conversion probability of higher than 0.36 or a lead score higher than 36. Target customers who :

- spend more than 4 minutes on Website,
- Lead originated from the Lead Add Form,
- Customers who opened the email from X Education,
- and, those who are Working proffessionals.

Q: 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.

Implement an inbound IVR and automated responses or recommendations. Create a chatbot for the most commonly asked questions.

Do not focus on unemployed leads. They might not have a budget to spend on the course Do not focus on students, since they are already studying and would not be willing to enrol into a course specially designed for working professionals, so early in the tenure