SUBJECTIVE QUESTIONS

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

Solution:

Following are the top three variables which contribute most towards the probability of a lead getting converted:

- **Tags_Closed by Horizzon**: Leads that have been assigned Tags as 'closed by horizon' have the highest probability of conversion.
- **Tags_Lost**: Leads that have been tagged as 'Lost 'also contribute to the conversion to a considerable extent.
- **Tags_Will revert after reading the email**: Leads that have been tagged as 'will revert after reading the email' also have significant correlation with the conversion.

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?**

Solution:

Following are the top three categorical/ dummy variables that should be focused the most on in order to increase the probability of lead conversion:

- **Tags_Closed by Horizzon**: Leads that have been assigned Tags as 'closed by horizon' have the highest probability of conversion.
- **Tags_Lost**: Leads that have been tagged as 'Lost 'also contribute to the conversion to a considerable extent.
- **Tags_Will revert after reading the email**: Leads that have been tagged as 'will revert after reading the mail' also have significant correlation with the conversion.

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.**

Solution:

The company has two months in it's hands and has also dedicated 10 interns for this work. It has ample amount of time & number of resources with it so it should make an effort to reach `all the potential leads` but should also focus more on leads who have low probability of conversion to improve the overall lead conversion rate. Focusing more on leads showing lower conversion rate will help in improving overall conversion. Following is the list of variables & it's correlation with Lead conversion:

Sr. No.	Variables	Correlation with Lead Conversion
1)	Tags_Will revert after reading the email	0.65
2)	Total Time Spent on Website	0.35
3)	Last Activity_SMS Sent	0.34
4)	Lead Origin_Lead Add Form	0.31
5)	Tags_Closed by Horizzon	0.23
6)	Tags_Lost	0.16
7)	Lead Source_Welingak Website	0.15
8)	Lead Source_Others	0.049
9)	Last Notable Activity_Olark Chat Conversation	-0.074
10)	Tags_No phone number	-0.108
11)	Lead Source_Olark Chat	-0.124
12)	Tags_Others	-0.204
13)	Last Notable Activity_Modified	-0.263

From the above table, we can see that the company needs to focus on following types of customers:

- Last Notable Activity_Modified
- Tags_Others
- Lead Source_Olark Chat
- Tags_No phone number

- Last Notable Activity_Olark Chat Conversation
- Lead Source_Others
- Tags_Lost
- Lead Source_Welingak Website

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.**

Solution:

During the quarter before the deadline, the company has very less time in its hand. So it is of utmost importance that it concentrates more on **hot leads that have the highest lead conversion rate**. They should avoid useless calls and prioritize the leads. They should focus on nurturing the closed leads or the leads that have a very high probability to upsell and increase the average order value of the customers. Prioritizing can be done based on lead score. Leads that have more than 80% of lead score can be targeted.