

Subjective Questions are Answers

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Where Lead Origin is 'lead add form'
 - b. Where Lead Source is 'olark chat'
 - c. Where Lead Source 'welingak website'
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. Where occupation is working professionals
 - b. Where Lead Source is 'olark chat'
 - c. Where Lead Source 'welingak website'
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.

We can use interns' potentials in nurturing the leads and clearing the funnel to filter out the hot leads: First, we can give them funnel where lead quality is not sure or might be, last activity is sms sent, Last Activity email bounced and Last Notable Activity unreachable -after filtering out these leads interns shall focus on filtered leads with the most relevant variable selected by our model that is:

1. Where Lead Origin is 'lead add form'
2. Where Lead Source are:
 - a. 'olark chat'
 - b. 'welingak website'
3. Occupation is 'working professional'

IMO by this we can call on the leads where prob of conversion is high and lead wastage will be pretty low.

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.

When company wants to make phone calls only where its extremely necessary in that case company shall focus only on the top leads as per model which are:

1. Where Lead Origin is 'lead add form'
2. Where Lead Source are:
 - a. 'olark chat'
 - b. 'welingak website'
3. Occupation is 'working professional'

Thank you 😊