

Assignment Subjective Questions

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

Answer –

Below top three variables that contribute towards the result

1. Lead Origin
2. What is your current occupation
3. Last notable activity

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?

Answer –

Below top 3 categorical/dummy variables in the model which should be focused to increase the lead conversion

1. Lead Origin_Lead Add Form
2. What is your current occupation_Working Professional
3. Last Notable Activity_Had a Phone Conversation

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.

Answer –

Phone calls should be arranging to audience if

1. If Audience is coming back to website multiple times
2. If Audience is working professional and wants to develop the carrier.
3. If Audience spend a lot of time on website and it can be done by making the website interesting and thus brining them back to site
4. If Audience last activity is through the SMS Message or Olark chat conversion

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.

Answer –

The company can employ methods like

- Send emails to the candidates.

- Send SMS using message automation.

This reduces the calling efforts unless its emergency.