

SUBJECTIVE QUESTIONS

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

The foremost variables that made substantial contributions to the model's outcomes include:

- **Current Occupation (Unemployed):** The employment status of individuals, particularly when marked as "unemployed," emerged as a noteworthy factor.
- **Total Time Spent on Website:** The amount of time potential customers dedicated to the website proved to be a significant influencer.
- **Total Visits:** The frequency of visits made by potential customers also played a substantial role in shaping the results.

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?

The top three categorical/dummy variables within the model, which warrant focused attention to increase the probability, are as follows:

- **Lead Origin (Specifically, "Lead Add Form"):** Leads originating from "Lead Add Form" exhibit a higher probability and should be prioritized.
- **Last Activity (Specifically, "SMS Sent"):** The last activity denoted as "SMS Sent" significantly enhances the probability and merits special emphasis.
- **Lead Source (Specifically, "Olark Chat"):** Leads sourced from "Olark Chat" are associated with a higher probability and should be targeted to increase conversion rates.

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.

Phone calls should be prioritized in the following scenarios:

When individuals spend a significant amount of time on the website, as this suggests their interest in the content. Enhancing website engagement by making it more captivating can effectively draw them back, providing an opportunity for further interaction.

When prospects repeatedly return to the website, indicating a sustained interest. This recurrent engagement signals a potential willingness to engage in a phone conversation.

When the last recorded activity involves communication via SMS or Olark Chat, it is an opportune time to initiate a phone call. These communication channels suggest active engagement and responsiveness.

When individuals fall within the category of being unemployed or working professionals, these segments tend to be more receptive to phone calls and may have the availability for such interactions during their status.

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 not to 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 be employed at this stage.

Under the specified conditions, it is advisable to shift the focus toward alternative communication methods, such as SMS or automated emails. In such cases, phone calls should be reserved for emergency situations or for prospects who exhibit a very high likelihood of making a course purchase. This targeted approach ensures that the use of phone calls is optimized, and resources are allocated where they are most effective, while also offering a more non-intrusive and efficient engagement strategy for less certain leads.