

Subjective Questions

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

Ans:

The top 3 variables that contribute towards the result are:

- Total time spent on website
- Last Notable activity
- What is your current occupation

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?

Ans:

Top 3 Categorical/Dummy variables to increase probability are:

- Lead Origin_lead add form
- What is your current occupation_working professional
- Last Notable Activity_modified

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.

Ans:

The good strategies that can be employed are:

- Call those with high time spent on the website and recent activity.
- Focus calls on leads from top-performing sources.
- Respond to leads within minutes of engagement for better conversion.
- Assign interns to call all leads predicted as 1 by the model.

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.

Ans:

The good strategies that can be employed are:

- Engage with leads who responded to emails/messages.
- Prioritize WhatsApp, email, or SMS instead of calls.

- Filter out cold leads who haven't interacted recently.
- Assign interns to data analysis, competitor research or nurturing future leads.