

Questions

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

A. These are the top variables that contribute towards the result:

- Lead Origin_Lead Add Form
- Lead Source_Welingak Website
- Lead Quality_Low in Relevance

Q2. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

A. These 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

- Last Activity_SMS Sent
- Lead Quality_Might be
- Lead Source_Olark Chat

Q3. 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.

A. The good strategy to employ at this stage to make almost all potential leads to be converted is to focus on below categories or dummy variables as they characteristics of a potential lead to be converted:

- Lead Origin_Lead Add Form
- Lead Source_Welingak Website
- Lead Quality_Low in Relevance

- Last Activity_SMS Sent
- Lead Quality_Might be

And try not to focus on below categories or dummy variables as they lower the chances to get converted.

- Do Not Email
- Lead Origin_Landing Page Submission
- Lead Quality_Worst
- Specialization_Others
- Last Activity_Olark Chat Conversation

You should check the hot leads score from 30 to 100 for maximum conversion.

Q4. 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.

A. Follow only the combination of below variables/categories to minimize the number of useless phone calls:

- Lead Origin_Lead Add Form
- Lead Source_Welingak Website
- Last Activity_SMS Sent

Check only the hot lead score from 90 to 100 to minimize useless phone calls.