Subjective Questions

Final Model:

$$y = -3.7 + 3 \times \text{Tags\_Busy} + 9.2 \times \text{Tags\_Closed by Horizzon}$$
$$+ 7.8 \times \text{Tags\_Lost to EINS} + 6.9 \times \text{Tags\_Will revert after reading the email}$$
$$+ 2.28 \times \text{Tags\_Not Specified} - 1 \times \text{Tags\_Ringing}$$
$$+ 5 \times \text{Lead Source\_Welingak Website} - 0.65 \times \text{Lead Source\_Direct Traffic}$$
$$+ 2.5 \times \text{Last Notable Activity\_SMS Sent} - 1.4 \times \text{Last Activity\_Email Bounced}$$
$$- 1.72 \times \text{Last Activity\_Olark Chat Conversation}$$

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

Answer: These are the top variables that contribute towards the result
   1. Tags
   2. Lead Source
   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: Top 3 Categorical/Dummy variables to increase probability are:
   1) Tags with Closed by Horizzon
   2) Tags with Lost to EINS
   3) Tags with Will revert after reading the email

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: Here are a few strategies that intern can employ to make their lead conversion more aggressive during the intern period:

1. Check the current status (Tags) of the lead: If the lead has tags like **'Closed by Horizzon'** or '**Lost to EINS**' or '**Will revert after reading the email**, connect with them first. They can be converted very easily according to our model.

2. Check the variable Lead Source : According to our model if the source of the lead is **welingkar website** then chances of the conversion of that lead is higher.

3. If Last notable activity performed by the student Includes sms sent then target them first.

4. Leads spending more time on the website are more likely to be converted.

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: They can also follow the similar steps (Answer of Question 3). But apart from that they should also avoid few things to minimize the useless calls:

1. Last Activity_Olark Chat Conversation: If the last activity has Olark Chat Conversation then sales team should avoid contacting the lead. Conversion rate is very low for
Last Activity_Olark Chat Conversation

2. **Last Activity_Email Bounced:** If the last activity performed by lead is Email Bounced then sales team should avoid contacting the lead. Conversion rate is very low for
Last Activity_Email bounced.

3. If leads have tags like 'ringing' then team can avoid contacting those leads too.

4. If the source of the lead is direct traffic then sales team can avoid contacting those leads

X.......X.......X.......X