

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: The top three variables which contribute most towards the probability of a lead getting converted are:

- a. Lead Origin_Lead Add Form
 - b. Lead Source_Welingak Website
 - c. What is your current occupation_Working Professional
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: 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 are:

- a. Lead Source_Welingak Website
 - b. Lead Source_Olark Chat
 - c. Lead Origin_Landing Page Submission
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 can be made to the potential leads which can be converted based on following:

- a. The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted
- b. The company should make calls to the leads who are the "working professional" as they are more likely to get converted
- c. The company should make calls to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted
- d. The company should make calls to the leads whose last activity was SMS Sent as they are more likely to get converted
- e. The company should make calls to the leads coming from the lead sources "Welingak Website" and "Reference" as these are more likely to get 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: Below are some of the strategies which the company should employ at this stage:

- a. When company plans to not make phone calls but at the same time it does not wants to lose the potential leads, they can plan to target the leads having high conversion rates.
- b. The company can plan to send mailers or post about the new programs or existing courses in order to keep in touch with potential leads.
- c. It would be good strategy to go for high specifity which will ensure the leads are contacted based on very high probability of conversion.