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 approach that we have used to create the model is using Principal component analysis. But we map principal components with original variables. We can see that “Total visit” , “Page views per visit”, “total time spent on website” are the variables which are making more effect.

1. 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 ) Again we have used PCA to create the model, but top 3 categorical dummy variable by mapping of principal components with original variables. We can say that “Do not email”, “Do not call” and “Search” are the top 3 categorical variables which are creating more effect on the probability of lead conversion.

1. 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 ) They should use experience people to to handle the hot leads. So that we can minimize the mistakes during their final conversion. And they can use interns for the secondary calls to the same client, for example document verification and all.

But if company does not want to take any risk then they can use interns for the candidates who are predicted 0 by the model. This will help the learning of interns.

1. 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 ) The experienced employees can prepare some documents before the target for the quarter. The document containing the scenarios that they encounter with the client. It should also contains answers to those scenarios. So in this case any less experience person will be able to do the job.