

Answer to Subjective Questions

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

The top 3 variables for the model are :-

- a) **Total Visits** – Higher number of visits tend to lead to higher conversions
- b) **Total time spent on Website** – Higher time spent on website leads to a higher conversions
- c) **Lead Source** – This is an important feature with sources such as Google, Direct Traffic, Olark Chat, Organic Search, Reference & Welingak Website leading to most conversions in the order specified here

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?

The top 3 categorical/dummy variables for the model are :-

- a) **Lead Source** - Welingak Website
- b) **Last Activity** – SMS sent
- c) **Tags** – 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.

The company interns should target people that :-

- a) frequently visit the site
- b) spend a lot of time on the website

- c) are currently Students or Unemployed since the courses will empower them for better jobs and career prospects.
- d) have lead source of Welingak Website or Reference
- e) are working professionals

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.

The sales team should not call people that :-

- a) Are Students or Unemployed since they might not have the budget to pursue the course immediately
- b) Have answered no to Do not email
- c) Have less number of visits and less time spent on website