

Assignment Subjective Questions

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

A: The top three variables in the model, which provide the best probability of a lead getting converted are:

- Lead Origin_Lead Add Form
- Last Activity_Had a Phone Conversation
- Lead Source_Welingak Website

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?

A: Top 3 categorical/dummy variables in the model which should be focused to converting a lead are

- Lead Origin_Lead Add Form
- Last Activity_Had a Phone Conversation
- Lead Source_Welingak Website

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.

A: Strategy to employ for the leads interns should be targeting is listed as below

- Prioritize High-Potential Sources:
Focus on leads from:
 - Welingak Website
 - Ozark chat
 - Reference
 - Working Professionals
- Leverage Effective Communication Channels:

Assignment Subjective Questions

Give preference to leads

- Who have communicated through SMS and phone calls
 - Who have opened emails
-
- Maximize Website Engagement:
 - Target leads who have spent substantial time on the website

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.

A: Sales team should only pursue the leads generated from Olark Chat and Welingak website, who have spent good amount of time on website with last known activity as phone conversation or sending chat. Further, sales team should ensure that a lead having all the above features is not a student or unemployed currently.

For other leads, sales team can focus on other leads by sending campaign mails, which can help in converting the leads.