

## ASSIGNMENT SUBJECTIVE QUESTIONS

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

Ans. These are the top variables that contribute towards the result

- Lead Origin
- Last activity
- 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?**

Ans. These are the top categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion.

- Lead Origin with Lead Add Form (coefficient – 4.356)
- Last activity with Had a Phone Conversation (coefficient – 2.031)
- Last Notable Activity with Unreachable (coefficient – 1.661)

- 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.**

Ans. Phone calls must be done to people if the following criterias is met.

1. If the lead origin is from 'Lead add form' or 'Olark chat'.
2. If they don't want to receive an email then its better not to focus on them.
3. Also, if the last known activity is 'Email Bounced' then its better not to focus on them.
4. Contact the people who spend more 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.**

Ans. During this period the company can opt to these necessary steps

1. Take feedback from the successful leads who took the course regarding the course and the method of approach by the company.
2. Conduct researches to optimize the curriculum to present to the following new leads.
3. Conduct a referral program in order to entice new leads.