

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

Answer : “Lead Source_Welingak Website”,
“ Lead Source_Reference”,
“What is your current occupation_Working Professional”.

Question 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 : As per our model and analysis, top 3 categorical/dummy variables are

“Lead Source_Welingak Website”,
“ Lead Source_Reference”,
“What is your current occupation_Working Professional”.

Question 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 should be initiated under the following circumstances:

1. Prolonged Website Engagement : Individuals exhibiting extended periods of website interaction warrant attention, with the imperative of enhancing website allure to incite recurrent visits.
2. Repetitive Website Visits: Repeated returns to the website signify a notable interest, demanding proactive outreach.
3. SMS or Olark Chat Interaction: A recent history of engagement via SMS or Olark chat underscores the relevance of direct communication.
4. Professional Affiliation: Prospective leads within the realm of working professionals merit consideration for targeted engagement strategies.

Question 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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Answer : Under these circumstances, it is prudent to divert attention towards alternative channels such as email and SMS outreach, with a strategic emphasis on leveraging the Olark Chat option. This approach serves the dual purpose of optimising lead targeting while minimising the frequency of phone call interactions.