

Assignment 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 in the you model which contribute most towards the probability of a lead getting converted are,

- a) Lead Origin
- b) Lead Source
- c) What is your current occupation

These are meaningful variables which sales team should focus on before calling to leads for better conversion.

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 dummy variables which should be focused the most in order to increase the probability of lead conversion:

- a) Lead Origin as "Lead Add Form"
- b) What is your current occupation as "Working Professional"
- c) Lead Source as "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.*

- Company should ask the interns to actively pursue the leads who are "working professional"
- Company should ask the interns to actively pursue the leads whose lead origin is "Lead Add Form"
- Company should ask the interns to actively pursue the leads from lead source as "Welingak Website"
- Company should ask the interns to actively pursue the leads whose last activity was "Had a Phone Conversation"
- Company should ask the interns to actively pursue the leads who spent "more time on the websites" as these are more likely to get converted.

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.

- Company should ask the interns not to pursue the leads with last activity as "Olark Chat Conversation"
- Company should ask the interns not to pursue the leads whose specialization is "others" as they are not likely to get converted.
- Company should ask the interns not to pursue the leads whose chose the option of "yes" for "Do Not Email" option as they are not likely to get converted.
- Company should ask the interns not to pursue the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.