

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: Based on the coefficient values from the table below, the following are the top three variables that contribute most towards the probability of a lead getting converted:

- Leads originating from Lead Add From
- Leads who are working professionals
- Leads sourced from Welingak Website

| | coef | std err | z | P> z | [0.025 | 0.975] |
|--|---------|---------|---------|-------|--------|--------|
| const | -1.0132 | 0.085 | -11.955 | 0.000 | -1.179 | -0.847 |
| Do Not Email | -1.6761 | 0.184 | -9.108 | 0.000 | -2.037 | -1.315 |
| Total Time Spent on Website | 1.1564 | 0.040 | 28.691 | 0.000 | 1.077 | 1.235 |
| Lead Origin_Landing Page Submission | -0.2887 | 0.088 | -3.280 | 0.001 | -0.461 | -0.116 |
| Lead Origin_Lead Add Form | 3.8225 | 0.232 | 16.505 | 0.000 | 3.369 | 4.276 |
| Lead Source_Olark Chat | 0.9928 | 0.118 | 8.428 | 0.000 | 0.762 | 1.224 |
| Lead Source_Welingak Website | 1.9974 | 0.754 | 2.649 | 0.008 | 0.520 | 3.475 |
| Last Activity_Other LA | 0.6163 | 0.248 | 2.489 | 0.013 | 0.131 | 1.102 |
| Last Activity_SMS Sent | 1.3474 | 0.075 | 17.897 | 0.000 | 1.200 | 1.495 |
| What is your current occupation_Working Professional | 2.7894 | 0.190 | 14.683 | 0.000 | 2.417 | 3.162 |
| Last Notable Activity_Modified | -1.0819 | 0.080 | -13.478 | 0.000 | -1.239 | -0.925 |
| Last Notable Activity_Olark Chat Conversation | -1.4482 | 0.320 | -4.529 | 0.000 | -2.075 | -0.822 |
| Last Notable Activity_Other LNA | 1.1528 | 0.392 | 2.942 | 0.003 | 0.385 | 1.921 |

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: As seen from above and from the data analysis and visualization performed on the given data as well, following are the top three categorical/dummy variables that should be focused the most in order to increase the probability of lead conversion :

- Leads originating from Lead Add From since they might be interested in the courses therefore the submission
- Leads who are working professionals since they might be interested in upskilling or in need of a change of job using new set of skills
- Leads sourced from 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.

Ans:

- Target the leads that visit website repeatedly and spend time on the website by including the benefits and highlighting its merit over other company's courses as they might be researching about the course.
- Contact leads originating from Lead Add Form.
- Target leads that are sourced from Olark Chat and Welingak Website.
- Target leads having their last notable activity as SMS sent.
- Target the working professionals by offering self-paced courses and courses with realistic deadlines.

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:

- In this condition it is very important to focus on HOT leads that have Highest Conversion Rate.
- Lead prioritization can be done on the basis of maximum lead score.
- Introduce referral program as leads through references have a good conversion rate.
- Target leads that spend a lot of time on the company's website. This can be made possible by making the website interesting, thus bringing them back to the site.
- Avoid leads with last notable activity as modified or olark chat conversation.
- Avoid leads with their indicator variable selected as 'Do not Email' since they do not want to be emailed about the course which means they might not be interested.