

SUBJECTIVE QUESTIONS

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

Answer:

The top three variables that contribute towards lead conversion are:

1. Total time spent on website
2. No of visits
3. Last activity_SMS sent

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:

Top 3 dummy variables in the model which should be focused to increase the probability are:

1. Lead Origin with element lead add form
2. Last activity with element SMS sent
3. Lead Source with element Olark Chat

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 must be done if:

1. They spend more time in website reviewing the contents
2. Frequent visits are made to the website
3. their last activity is through SMS or Olark chat conversation
4. they are unemployed (or) working professionals

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.

Answer:

In this scenario, potential leads are to be contacted through SMS (or) automated emails. The leads are to be maintained warm to be utilized for the next quarter. Periodic newsletters / emails can be shared to keep the lead in contact