

SUBJECTIVE QUESTIONS

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

Answer:

Based on the coefficients value on the final model, the following are top 3 variables which contribute most towards the probability of a lead getting converted:

- Total Time Spent on Website
- LeadOrigin_Lead Add Form
- LastNotableActivity_Had a Phone Conversation

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:

Based on the coefficient values from the screen shot in the question above, the following are the top three categorical/dummy variables that should be focused the most in order to increase the probability of lead conversion :

- Lead Add Form (from Lead Origin)
- Had a Phone Conversation (from Last Notable Activity)
- Working Professional (from What is your current occupation)

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:

As per the data given we had run the model and able to see that the last notable activity of phone conversion is having a high impact on lead conversion.

So we can say that as per the model whatever lead we found can be converted, the sales team can aggressively connect on all those to achieve higher conversion rate.

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:

As per our work for the model we have gathered the conversion rate at different probabilities, if the team has already connected with model predicted conversion they can go ahead with near cutoff leads (i.e 0.37) by reaching the leads over message as it has also a decent coefficient in the final model.