Assignment Subjective Question Answers

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

   Solution:

   1. **Total Time Spent on Website:**
   - Positive contribution.
   - The likelihood of a lead becoming a customer increase with time spent on the website.
   - The sales team should concentrate on such leads.

   2. **Total Visits:**
   - Positive contribution.
   - The sales team should focus on leads those who visit page frequently. More number of visits indicates more chance of lead converting to hot lead.

   3. **Page Views per Visit:**
   - Positive contribution
   - This metric can be utilized to decide the value of the average visits on the page.
   - These leads should also be the focus of the sales team.

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?

Solution:

- Lead Origin
- What is your current occupation
- Last Activity

It would appear these variables are a significant factor in locating leads with a greater likelihood of conversion.

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.

Solution:

- Focus on leads who spend a lot of time on the X-Education website (Total Time Spent on Website).
- Focus on leads who visit the website on a regular basis (Page Views Per Visit). However, as evidenced by the number of visits, they may be returning on a regular basis to compare courses offered by other websites. Therefore, the interns ought to be a little bit more aggressive and ought to make certain that competitive points, where X-Education is superior, are rigorously highlighted.
- Target leads from references because they are more likely to convert.
- Students can also be approached, but because the course is industry-based, they are less likely to convert. However, this can also motivate students to ensure they are ready for the workforce when they graduate.

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.

Solution:

- Do not concentrate on leads with no jobs.
- Do not focus on students because they are already studying and would not be willing to enroll in a course designed specifically for working professionals so early in the tenure. They may not have a budget to spend on the course.