Assignment Subjective Questions

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

    - Total time spent on Website
    - Total Visits
    - Lead Source

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?

    - Lead Origin_Landing Page Submission
    - Lead Source_Olark Chat
    - Last Activity_Olark Chat Conversation

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.

    - Use predictive models to pinpoint potential leads.
    - Assign interns to aggressive phone call campaigns targeting these leads.
    - Utilize email and SMS in addition to phone calls.
    - Provide special deals to incentivize conversion.
    - Monitor and coach interns for better results.
    - Collaboration with Marketing to align messaging and timing.

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.

    - Identify high-potential leads and prioritize based on strategic importance.
    - Use email automation for personalized engagement, reducing unnecessary phone calls.
    - Focus on thought leadership and content that provides value to leads.
    - Encourage strategic networking and social media engagement.