

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

Ans.

- Lead\_Source
- What\_is\_your\_current\_occupation
- Last\_Activity

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.

- Lead Source\_Welingak Website
- Lead Source\_Reference
- What is your current occupation\_Working Professional

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:

In the model I have developed, I have chosen 0.34 as the cutoff probability to assign '1' (potential lead). In order to get more possible leads, we can reduce the cutoff probability so that the model assigns '1' to more users as potential leads.

- The company **should make calls** to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company **should make calls** to the leads who are the "working professionals" as they are more likely to get converted.
- The company **should make calls** to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company **should make calls** to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
- The company **should make calls** to the leads whose last activity was SMS Sent as they are more likely to get converted.

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.

- By building more interactive website so that users will spend more time in the website.
- By adding more qualifications under Specialization column

- The company **should not make calls** to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.
- The company **should not make calls** to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
- The company **should not make calls** to the leads whose Specialization was "Others" as they are not likely to get converted.
- The company **should not make calls** to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.
- By increasing traffic to Welingak Website, because conversion rate is high from that source.
- By increasing the references source