Subjective Questions

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

   > 1. Total Visits (coeff = 5.9395)
   >   a. Variable has positive contribution.
   >   b. The higher the number of total visits made by the user, the higher the chance that the lead gets converted to a paying customer.
   > 2. Page Views Per Visit (coeff = -4.7812)
   >   a. Variable has negative contribution.
   >   b. The more the number of pages a lead visits in a single visit, the lesser the chance of them converting.
   > 3. Total Time Spent on Website (coeff=4.3585)
   >   a. Variable has positive contribution.
   >   b. The higher the time the lead spends on the website, the higher the chance that they convert to a paying customer.

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?

   > 1. What is your current occupation_Working Professional (coeff = 3.5504)
   > 2. Lead Source_Reference (coeff = 3.0139)
   > 3. Lead Origin_Others (coeff = -2.0026)

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.

   > - Focusing on the Continuous and Category or dummy variables below will help you convert almost all of the possible leads at this point because these features have the most effect on how many leads can be converted as they have high coefficients.
   >   1. Total Visits
   >   2. Page Views Per Visit
   >   3. Total Time Spent on Website
   >   4. What is your current occupation_Working Professional
   >
   > - And not to place more emphasis on the categorical variables listed below. Because when the Coefficient value is low and these variables have a very low possibility of conversion, you shouldn't focus your time on them since most of our consumers should convert.
   >   1. Lead Source_Olark Chat
   >   2. Last Notable Activity_Others
   >   3. What is your current occupation_Unemployed
   >   4. Last Notable Activity_SMS Sent

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.

   1. The company should focus on people who are working professionals, as they have the highest chance of converting to a paying customer as suggested by our model.
   2. More marketing resources should be spent on leads who are referred by a colleague or a friend.
   3. Do no waste time trying to convert leads generated from Olark Chat Conversations.