

### Assignment Subjective Questions

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

Ans:- Below mentioned are the features that are highly impacted by the result.

- Total Time on Website
- Total Visits
- Lead Source with elements Olark Chat

Q 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:- To increase the probability concentration should be on these three categorical/dummy variables:

- Last Notable Activity\_Had a Phone Conversation
- Lead Source\_Welingak website
- Total Time spent on website

Q 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:- A good strategy to employ at this stage to make mostly all the potential leads to be converted is to focus on the below mentioned continuous and categories or dummy variables as these features have a large impact on the potential leads to be converted.

- Total Time on Website
- Total Visits
- Lead Source with elements Olark Chat
- What is your current occupation\_Working Professional
- Lead Source\_Reference
- Lead Source\_Welingak Website
- Last Activity\_Email Opened

And a lot of importance should not be given on the below categorical variables reason being its coefficient value shows negative values and also these variables have a very low probability of getting converted for which there doesn't seem a need to utilize your effort as our goal is to make most of the customers converted.

- Specialization\_Others
- Lead Origin Landing Page Submission

- Last Activity Email Bounced
- Last Activity\_Olark Chat Conversation
- Page Views Per Visit

Q4. 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:-

- In this situation the company should introduce some new things like Auto response email, so that people can receive an immediate response.
- Also chatboat can be used in the website, so that people will be enthusiastic about knowing the company and that catboats can provide all the common required information.
- These strategies can be used with customers that have a very high chance of purchasing the course.
- Offers on the Wellingak website
- SMS to be sent to all the Leads