

Subjective Questions

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

Ans: The top three variables in model which contribute most towards the probability of a lead getting converted:

- Total Visits
- Total Time Spent on Website
- Lead Origin_Lead Add Form

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: 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 Source with elements Direct Traffic
- Lead Source with elements Google
- Lead Source with elements Organic Search

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: Phone calls must be done to the people if:

- They spend a lot of time on the website. The website could be designed more interactively so that people visit more frequently and spend ample amount of time on it.
- They are seen coming back to the website repeatedly.
- Their last activity is through SMS and Olark Chat conversation.

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. To minimize the rate of useless phone calls, the company can focus on Automated emails or SMS. Making calls would not be required until it is very necessary. Also with this making useless phone calls could be avoided.