Subjective Questions

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

Ans. These are the top variables that contribute towards the result

- Total Time Spent on Website
- Total Visits
- Lead Source with elements Google

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. Top 3 Categorical/Dummy variables to increase probability are:

- Lead Source with elements google
- Lead Source with elements direct traffic
- Lead Source with elements organic search
- { Top 5 variables with highest coefficients
  1. Total Time Spent on Website
  2. Lead Source_Reference
  3. Lead Source_Welingak Website
  4. Last Activity_SMS Sent
  5. Lead Source_Olark Chat }

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. During the internship hiring period, X Education aims to intensify lead conversion efforts by prioritizing potential leads marked by the model as 4. A recommended strategy involves focusing phone calls on individuals who exhibit the following behaviors:

- Demonstrated prolonged engagement on the website, achieved by enhancing website appeal to encourage return visits.
- Displayed recurrent visits to the website.
- Engaged in recent activities such as SMS or Olark chat conversations.
- Identified as working professionals.

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. During periods when the company achieves its quarterly targets ahead of schedule, minimizing unnecessary phone calls is the priority. A recommended strategy involves emphasizing alternative communication methods such as automated emails and SMS. Phone calls should only be reserved for urgent situations. Additionally, the strategy can be tailored to focus phone calls specifically on customers with a high probability of course purchase, further optimizing resources.