Assignment subjective Questions and Answers

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

➢ Top three variables which contribute more towards the probability of a lead getting converted are:
   1. Tags_Closed by Horizzon
   2. Tags_Will revert after reading the email
   3.Total Time Spent on Website

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?

➢ Top 3 dummy variables:
   1. Tags_Closed by Horizzon
   2. Tags_Will revert after reading the email
   3. Lead Origin_Lead Add Form

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.

➢ Our build model is well capable to capture all kind of leads. So based on model We will suggest you some strategy.
   1. First target the highest probability customers.
   2. Focus on "Tags_will revert after reading the email"
   3. Customers who spend more time in X Education website.
   4. Customers who visit website regular and highest page view per visit.
   5. Focus on working professional customers.

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.

➢ To avoid the useless call our strategy is:
   1. Tag Column is important.
   2. Should not focus on "Tags_Interested in other courses"
   3. "Tags_Already a student" – Students don't have time to study since they are already studying and would not be willing to enroll new course