

Assignment Subjective Questions

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

Ans: Top three variables that contributed the most are:

- Lead Source
- Last Activity
- What is your current occupation

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 in the model are:

- Lead Source_Welingak Website : 5.70
- Lead Source_Reference : 3.20
- Last Activity_SMS Sent : 2.64

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: Based on high coefficient value the intern should focus on Lead Source from "Welingak Website" and the ones which came from "Reference" have the highest chance of Conversion. They should also focus of Working Professional they are very likely to take the course.

Leads who have been sent SMS messages and have opened the emails are also more likely to convert.

Also track the Total Time Spent on the Website, the Leads who are spending more time on website are more likely to get converted as their interest grows.

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:

- Keep Sending Periodic E-mails and SMS to customers so they are regularly notified about the course.
- Provide some Limited time special discount to Customer who are likely to signup
- Gather feedback from existing customer to improve the course so the more Leads can be converted.