

Questions Asked By The Company

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

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

1. Do Not Email
2. Total Time Spent On Website
3. Lead Origin_Lead Add Form

Question 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?

Answer: The top three Features to increase the probability of lead conversion are:

1. Lead Origin_Lead Add Form
2. Lead Origin_Olark Chat
3. Last Activity_ SMS Sent

Question 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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer: The good strategy to employ at this stage to make almost all potential leads to be converted is to focus on the below features as they hold a tight grip on a potential lead to be converted:

1. Lead Origin_Lead Add Form
2. What is your current occupation_Working Professional
3. Lead Source_Olark Chat
4. Total Time Spent On Website
5. Last Activity_SMS Sent

And not to focus on the below features as they lower the chances to get converted for which we don't utilize our time as our goal is to make most of the customers converted. Because as the following variables have coefficient value shows negative values and these variables have a very low chance to get converted:

1. Last Notable Activity_Modified
2. What is your current occupation_Unemployed
3. Do Not Email

Question 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.

Answer:

1. In this situation, the company has to develop or introduce some new things like Auto response email, so that people can get an immediate response.
2. Check only the hot lead score from 90 to 100 to minimize useless phone calls.
3. As we have our recall score is 80%, the true relevant result is better hence the useless phone calls will be fewer.