

Assignment Subjective Questions

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

Answer: Top 3 variables contribute most in lead conversion:

- **Total Time Spent on Website**
- **Lead Origin_Lead Add Form**
- **What is your current occupation_Working Professional**

- 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: Top 3 categorical/dummy variables should be focused most for lead conversion:

- **Lead Origin_Lead Add Form**
- **What is your current occupation_Working Professional**
- **Last Activity_Had a Phone Conversation**

- 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.**

Answer: Calls should be made to those people if:

- They are working professionals spending 700 or more time on the website are potential leads. These people should be priorities.
- Lead source is Welingak_Website, Google, and Reference, as they have a higher conversion rate.
- Lead source is Olark_chat
- Lead origin is Lead Add Form and there last activity is Had a Phone 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.

Answer: During this time sales team should make calls to only those customers whose lead score is above 70 to avoid useless phone calls and also take feedback from existing customers using Typeforms and pass it to the business/analytics team for product and service improvement.