

# Subjective questions

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

Ans- Following are top three variables,

A: Tags\_closed by horizon- It has highest probability of conversions.

B: Tags\_lost- Leads that are tagged as 'lost' also has some contribution in conversion.

C: Tags\_will revert after reading mail- LEADS which are tagged as 'will revert after reading mail' also has striking correlation with the conversion.

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: Following are 3 dummy variables,

A: Tags\_closed by horizons- It has the highest probability of conversion.

B: Tags\_lost: Leads those are tagged as lost has also some contribution in conversion.

C: Tags\_will revert after reading mail- LEADS which are tagged as revert after reading mail also has significant correlation with the conversion.

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: The company has two months in its hands and also has 10 dedicated interns. It has ample amount of time and resource with it so it should make all the possible effort to reach customers expectations while focusing on leads who have low probability of conversion to improve the lead conversion rate.

The company needs to focus on following types of customers,

a. LAST NOTABLE ACTIVITY\_ MODIFIED

b. TAGS\_OTHERS

c. LAST ACTIVITY\_ EMAIL BOUNCED

d. LAST SOURCE\_ OLARK CHAT

e.TAGS\_NO PHONE NUMBER

f.LAST NOTABLE ACTIVITY\_OLARK CHAT CONVERSION

g.TAGS\_LOST

h.LEAD SOURCE\_WELINGAK WEBSITE

**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: Before deadline, company has very less time in its hand. Most importantly it concentrates more on "HOT LEADS THAT HAS HIGHEST LEAD CONVERSION". They should avoid useless calls and prioritize the leads and it has to be done on the basis of lead score. Basically, the leads which has more than 80% of score can be targeted.