

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 : Total time Spent on the website, Lead Origin_Lead Add Form, Last Activity_Had a Phone Conversation

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 : Lead Origin_Lead Add Form, Last Activity_Had a Phone Conversation, Last Notable Activity_Unreachable

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 : They should reach out to people who :

- Spend a lot of time on website and keep re-visiting the website.
- Whose last activity was through SMS
- Are working professionals
- Whose Lead Origin is Add Form
- Lead source is a reference or WelingakWebiste

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 : To opt for SMS and sending emails and call only the once with refrence.