

Questions

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

Total time spent on the website

Total visits

Lead source

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?

Lead Origin_Lead Add Form

Lead Source_Olark Chat

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.

Consider inputs required for model (Time spent on the web-site, total visits, leads, etc).

Providing interns ready model

Send SMS, make calls, and empathize with them

Build their confidence that that this framework will help them building their career

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.

Do not focus on unemployed leads as they might not have required budget

Do not focus on students at initial stages since they are pre-occupied with studies and would not be willing to enroll.