

Assignment Subjective Questions

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

Ans :

Below are the top three variables which contribute most towards the probability of a lead conversion :

1. Total Time Spent on Website
2. Last Activity_Olark Chat Conversation
3. Last Notable Activity_SMS Sent

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 :

1. Lead Source_Google
2. Last Notable Activity_SMS Sent
3. Last Activity_Olark 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.

Ans :

- They should target people whose current occupation is unemployed / working professionals, as it might help in filtering if the call to be made or not.
- People who are not only visiting the site but the time they are spending should also be observed
- Referrals should be given a high priority, as are low hanging fruits
- Anyone visiting the website repeatedly should also top the list as it clearly shows their interest
- Leads through Olark chat are also having high probability of conversion

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 :

In this scenario, low hanging fruits i.e. the ones who need a little more push should be considered for calling. Apart from those leads, with the basic filtering on the data like the

time spent by the prospect on the website, the call duration of an information call, no of times the page has been visited, the most positive data to be targeted. Also, a bulk SMS or Email campaign can be run and the ones who are showing interest to be targeted. Also by running a referral program for the existing customers can also lead to productive efforts.