Subjective Questions

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

1. Tags closed by horizon to eins

   • Positive contribution

2. Lead source wekingak and tags that revert back plays good significance

3. Last activity SMS sent and lead add form

• It is the important feature which should be focus

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?

1. Lead source add form

2. Lead Source_Olark Chat

 3. Last Activity_Others like 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.

1. Making a model by considering various optimal cutoffs

. 2. Providing interns a ready model and update on the current status

3. Start sending SMS and making calls repetitively, as these are playing good role in 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.

1. Do not focus on current occupation missing or students.

2. Tags ringing and switched off are best avoided