

Q2) Subjective Questions

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

Sol. 1. Tags_Lost to EINS

2. Tags_Closed by Horizon

3. Lead Source_Welingak Website

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?

Sol. 1. Tags_Lost to EINS

2. Tags_Closed by Horizon

3. Tags_Busy

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.

Sol. The following are the key aspects that we should focus on to bring the leads in to the X education because when the people shows little interest in any of the following aspects we should make our move by making calls and have a complete interaction with the leads until they churn.

1. Lead Origin_Lead Add Form
2. Lead Source_Welingak Website
3. What is your current occupation_Working Professional
4. Tags_Busy
5. Tags_Closed by Horizzon
6. Tags_Lost to EINS
7. Tags_Will revert after reading the email
8. Last Notable Activity_SMS Sent

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.**

Sol. The following are the key aspects that we should focus on the following to make the leads churn in to the X education while they have other works. The following are the aspects which have high and positive probability to get converted.

1. Tags_Lost to EINS

2. Tags_Closed by Horizon
3. Tags_Busy
4. Lead Source_Welingak Website
5. Lead Origin_Lead Add Form
6. Tags_Will revert after reading the email
7. Last Notable Activity_SMS Sent