

Subjective Questions

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

Ans. Top three variables contributing most towards the probability of a lead getting converted

- Total Time Spent on Website
- Total Visits
- Lead Origin landing page submission

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. Below are the top 3 Categorical/Dummy variables to increase probability are:

- Last Activity_Olark Chat Conversation
- What is your current occupation_Working Professional
- Lead Source_Olark Chat

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. Phone calls must be done to people if:

- Focus on working professionals
- Focus on people with SMS or chat activity
- Focus on people who have more active time on websites or repeated website visits
- Focus on people who have signed up for promotional emails or updates
- Focus on example : tier 1 cities which have higher conversion rates historically

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 we can switch to methods to like online ads or push notifications. Promotional events and we can approach interested target population using Emails.