Subjective Questions

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

Ans. These are the top variables that contribute towards the result:

1. Lead Origin
2. Lead Source
3. Last Activity

The Top Predictors (Dummy Variables)as per the model are:

1. Lead Origin Lead Add Form
2. Lead Source Welingak Website
3. Last Activity Had a Phone Conversation

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.
Dummy Variable created out of:
[Lead Origin', 'Lead Source', 'Specialization', 'What is your current occupation', 'What matters most to you in choosing a course', 'Last Activity]
Top 3 Categorical/Dummy variables to increase probability are:

1. Lead Orgin_Lead Add Form
2. Lead Source _Welingak Website
3. Last Activity_Had 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.

Ans. Phone calls must be done to people if:

1. They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
2. They are seen coming back to the website repeatedly
3. Their last activity is through Call or SMS Sent or through Olark chat conversation
4. Their origin (Lead Origin) is through Lead Add Form

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. Connecting to prospects through extremely interesting Auto Generated Emails or Automatic SMS (First one is deemed more effective) can help achieve the target. Since we see Lead Source Olark Chat is an important predictor, a possible strategy could be having automated chatbots