

Assignment Questions

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Total Time Spent on Website
 - Total Visits
 - Lead Source with elements Google

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?
 - Lead Source comprises elements from Google.
 - Lead Source comprises elements from direct traffic.
 - Lead Source comprises elements from organic search.

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.
 - A lot of time is spent on the website by them, which can be achieved by making the website interesting and thereby enticing them to return to the site.
 - Repeated returns to the website are observed by them.
 - Their last activity is either through SMS or through an Olark chat conversation.
 - They are identified as working professionals.

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.
 - In this scenario, a greater focus should be placed on alternative methods such as automated emails and SMS. This allows for a reduced reliance on calling unless it is deemed necessary, particularly in emergency situations. The aforementioned strategy can be employed, albeit with a priority on customers who have a very high likelihood of purchasing the course.