

ASSIGNMENT

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

Answer: Following are the top 3 variables which contribute most towards the probability of a lead getting converted:

- Total Time Spent on Website.
- Tags _ Will revert after reading the email.
- Last Activity_ SMS Sent.

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?

Answer: Following are the top 3 categorical/ dummy variables in the model which should be focused the most in order to increase the probability of lead conversion:

- Lead Source _ Reference
- What is your current occupation _ Working Professional
- Lead Quality _ Might be.

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.

Answer: The Sales team should focus more on the following scenarios:

- Target leads that spend a lot of time on X-Education site (Total Time Spent on Website).
- Target leads where Lead source is Google, Direct Traffic, Organic Search or Olark Chat
- Target leads that have come through References as they have a higher probability of converting.
- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education. Also Unemployed and Working Professionals should be heavily targeted.

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.

Answer: During the quarter deadlines, the sales team should focus more on leads where the conversion rate is high. They should focus more on leads where the lead score is high preferably greater than 80%, as the possibility of conversion will be high.