

SUBJECTIVE QUESTIONS

Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

A1. The top three variables are –

Top three features are with their coefficients

a) Total Time Spent on Website = 4.545584

b) Lead Origin_Lead Add Form = 4.268686

c) What is your current occupation_Working Professional = 2.808038

Q2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

A2. a) Lead Origin_Lead Add Form

b) What is your current occupation_Working Professional

c) Last Notable Activity_Had a Phone Conversation

Q3. 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.

A3. 1. We need to focus on employed or working professionals as they have higher chances of enrolling themselves.

2. We need to give briefing to leads as in what are the opportunities they will be getting after doing this course and what professional growth it will lead to.

3. Use broadcast messages, emails to reach out to the maximum audience.

4. Do not focus on students as they are already involved in some courses.
5. Focus on features with positive coefficients for targeted marketing strategies.

Total Time Spent on Website	4.545584
Lead Origin_Lead Add Form	4.268686
What is your current occupation_Working Professional	2.808038
Last Notable Activity_Had a Phone Conversation	2.663266
Lead Source_Olark Chat	1.302173
Last Activity_SMS Sent	1.296274
Last Activity_Others	0.678950
TotalVisits	0.669318

6. More budget can be spent on Olark chat as more leads are coming from them in terms of advertising.
7. Incentives or discounts for providing reference that convert to lead.
8. The company should make call who spend more time on website.
9. They should not make more calls to the leads who chose the option of Do not email as yes.
10. Do not make calls to leads whose specialization are others.

Q4. 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.

- A4.a)** Focus on working professionals as they have higher chances of getting enrolled.
- b)** Do not focus on unemployed people and business man as they will be least interested in enrolling themselves.
 - c)** Use quicker means of communication such as broadcast messages, emails to reach out to the maximum audience.
 - d)** Do not focus on students as they are already involved in some courses.
 - d)** Focus on positive coefficients only.
 - e)** Lead source from Olark chat are more important.