Assignment Subjective Questions

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

Answer:
- Last Notable Activity
- Lead Source
- Last Activity

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?

Answer: Top 3 Categorical/Dummy variables to increase probability are:
- Last Notable Activity_Modified
- Lead Source_Google
- Lead Source_Direct Traffic

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.

Answer: We can ask the interns to call those people:
- Lead Origin sources are from Google and Direct Traffic or Organic Search.
- Leads who said that they will revert after reading the email.
- Spend more time on the website.
- They are seen coming back on the website repeatedly.
- They are working professionals
- Their last activity is through SMS or through Olark Chat Conversation

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.

Answer: They should concentrate more on alternative strategies, such as automated emails and SMS, in this situation. In this manner, calling will not be necessary unless it's an emergency. The abovementioned approach can be applied, but only with clients that have a very high probability of buying the course i.e., with customers who have a high lead score.