

Subjective Questions

We will use this data to respond to the questions below.

	coef	std err	z	P> z	[0.025	0.975]
const	-0.1397	0.484	-0.289	0.773	-1.088	0.809
Do Not Email	-1.3678	0.197	-6.930	0.000	-1.755	-0.981
Total Time Spent on Website	1.1164	0.040	27.649	0.000	1.037	1.196
Lead Source_Olark Chat	1.4105	0.106	13.280	0.000	1.202	1.619
Lead Source_Reference	3.7484	0.224	16.722	0.000	3.309	4.188
Lead Source_Welingak Website	6.1924	1.011	6.123	0.000	4.210	8.174
Last Activity_Email Bounced	-1.1707	0.359	-3.262	0.001	-1.874	-0.467
Last Activity_Olark Chat Conversation	-1.2698	0.162	-7.838	0.000	-1.587	-0.952
Last Activity_SMS Sent	0.3944	0.148	2.660	0.008	0.104	0.685
What is your current occupation_Student	-0.9297	0.528	-1.761	0.078	-1.964	0.105
What is your current occupation_Unemployed	-1.0241	0.485	-2.111	0.035	-1.975	-0.073
What is your current occupation_Working Professional	1.3554	0.516	2.629	0.009	0.345	2.366
What is your current occupation_unknown	-2.2120	0.490	-4.518	0.000	-3.172	-1.252
Last Notable Activity_Others	1.6139	0.289	5.582	0.000	1.047	2.181
Last Notable Activity_SMS Sent	1.1348	0.156	7.253	0.000	0.828	1.442

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

Lead Source

Last Notable Activity

What is your current occupation ?

These 3 variables have the highest coefficients.

- 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_Welingak Website

Lead Source_Reference

Lead Source_Olark Chat

Recommendation would be to focus on those leads where the Lead Source is one of these 3.

Let us see the convertibility ratio for these three Lead Sources

	Welingak Website	Reference	Olark Chat
# of Records	142	534	1755
# of Records Converted	140	490	448
Convertibility %	98.6 %	91.8 %	25.5 %

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.

The Interns should target all the Customers with a Lead Score of 56 and above. They should have a strong focus on Working Professionals and should launch some special Referral schemes for existing students as the convertibility is very high for those coming through References and are working Professionals. Also – potential leads should be encouraged to come to the Welingak website as those coming through the website also have a very high conversion rate.

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.

During this period, the Sales Team should plan for Referral Campaigns and launch campaigns to increase their Welingak website traffic. From the data, it appears that the conversion rate through the Welingak website is very high – which indicates that the website is quite well designed. However, there is only a very small percentage of users who visit the website. Hence, strategy should be made to have the website appear in top searches from Search Engines.