

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

Answer:

The top three variables in our model which contribute most towards the probability of a lead getting converted are:

- a. Total Time Spent on Website
- b. TotalVisits
- c. Lead Source

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:

The top three categorical/dummy variables in the model which should be focused on the most, in order to increase the probability of lead conversion are:

- a. Lead Source_Welingak Website
- b. Lead Source_Reference
- c. What is your current occupation_Working Professional

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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:

Leads should be connected if their activities are as follows:

- i. Segment the leads based on the following criteria.
 - a. They spend a lot of time on the website. The website can be made interesting and more interactive which would make the leads keen on knowing more the learning platform.
 - b. Total number of visits to the website is high.
 - c. If their last activity is through SMS or Olark chat conversation.
 - d. If they are marked as working professionals.
- ii. Lower the decision threshold to increase recall, so that more leads are contacted.
- iii. Results should be monitored and the threshold should be adjusted at smaller intervals to balance recall and precision.

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:

Since the company has already reached its target, the strategy should be as follows:

- i. Shift from high recall to more precise targeting (high precision). In essence, the focus should be on reducing false positives (leads who are predicted as 'hot leads' but are unlikely to convert).
 - ii. We can raise the decision threshold.
 - iii. We could follow up with older leads who showed interest previously, instead of aggressively searching for new leads.
 - iv. Only focus only on high confidence leads. For example:
 - a. Unemployed leads or students might not have the budget for the course.
 - b. Leads who selected Do not email/call as yes may not be interested.
- We can minimize the rate of useless phone calls/emails by avoiding such leads.