Question and Answer

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

Ans :

If a variable has a high positive coefficient, it has a higher impact on forecasting the likelihood that leads will enroll in X-Education's course.

They are :
   a. Lead Source_Welingak Website
   b. Lead Source_Reference
   c. Current Occupation_Working Professional

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?

Ans :

Below mention variables in the model which should be focused the most.
   a. Lead Source_Reference
   b. Lead Source_Social media
   c. Lead Source_Olark Chat

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.

Ans :

Calls should be made to :
   a. Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
   b. Identify leads who frequent the site frequently (Page Views Per Visit). However, given the frequency of visits, it's possible that they're doing so to compare courses from other websites. Therefore, the interns should be a little more assertive and make sure that competitive areas where X-Education is superior are clearly highlighted.

     c. Target leads that have originated via references since they are more likely to convert.

     d. Students can be addressed, but because the course is industry-based, their likelihood of converting will be reduced. The motivation to ensure industrial preparedness by the time they finish their school, though, can come from this.

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.

Ans :

     a. Avoid focusing on leads who are unemployed. They might not have the funds to pay for a professional training based on the industry.

     b. Avoid concentrating on the students because they are already studying and won't be willing to sign up for a course that is specifically tailored for working professionals so early in the term.