

Subjective Questions

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

The top three variables contributing the most to the probability of a lead getting converted are identified based on the absolute value of their coefficients in the regression model:

lead_quality_worst (coef: -5.2661)

lead_origin_lead_add_form (coef: 3.0824)

lead_source_welingak_website (coef: 3.0359)

These variables have the largest coefficients in magnitude, indicating their significant impact on the lead conversion probability.

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?

The top 3 categorical/dummy variables to focus on are:

lead_origin_lead_add_form (coef: 3.0824)

lead_source_welingak_website (coef: 3.0359)

lead_source_olark_chat (coef: 1.3303)

These variables have significant positive coefficients, suggesting that they are strongly associated with an increased probability of lead conversion.

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.

To aggressively boost lead conversion during the intern period, prioritize leads from "lead_origin_lead_add_form" and "lead_source_welingak_website," leverage positive indicators like "lead_source_olark_chat," and ensure intensive follow-up via phone calls for high-potential leads. Monitor performance and provide training to interns for effective engagement.

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 time, the company can reach out to people who opted in for emails and SMS. This should be done only with the leads which have the most lead score. Leads who are marked or might be and who opted do not email should be ignored.