Subjective Questions

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

Ans : Total Visits, Total Time spent on the website and Lead Origin_Lead Add Form

Q 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 : Total Time Spent on Website, Lead Origin Lead Add Form and Last Activity_Had a Phone Conversation.

Q 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 :   Strategy should be something like that phone calls should be made to the people who :

1. Spend a lot of time on the website.
2. Repeated visit to the website.
3. Are working professionals.

Also, focus should be made on the sources where adds are published as we can see in the visualisation that usually enquiries are converted who've seen ads of the company/platform.

Q 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 : In such situation the focus should be made to approach with SMS and Automated E-mails. Because in these methods the people won't approach until an unless it's extremely necessary, and the ones who respond back should be called and approached further.