

Lead - Assignment Subjection

Question and Answers

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

Answer 1:

The top three variables are:

- I. Last Notable Activity_Had a Phone Conversation**
- II. Lead Origin_Lead Add Form**
- III. What is your 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?

Answer 2:

The top 3 categorical/dummy variables are:

- I. Last Notable Activity_SMS Sent**
- II. Last Notable Activity_Unreachable**
- III. Total Time Spent on Website**

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.

Answer 3: At this point, focusing on the categories or dummy variables below is a solid technique to use to convert nearly all potential leads. These categories or dummy variables have a strong hold on potential leads:

- I. Last Notable Activity_Had a Phone Conversation**
- II. What is your current occupation_Working Professional**
- III. Last Notable Activity_SMS Sent**
- IV. Total Time Spent on Website**
- V. Last Notable Activity_Unreachable**

And try not to concentrate on the following categories or dummy variables as they reduce the likelihood of conversion, which means you shouldn't use your time on them as our goal is to convert the majority of clients:

- a. Lead Source_Facebook**
- b. Do Not Email**
- c. Lead Source_Direct traffic**
- d. Last Activity_Olark Chat Conversation**
- e. Lead Source_Referral sites**
- f. Lead Source_Organic search**

You should check the hot leads score from 40 to 100 for maximum conversion.

4. On sometimes, the business achieves its quarterly goal ahead of schedule. The business wants the sales team to concentrate on some new projects as well during this time. So, the company's goal at this moment is to decrease the number of pointless phone calls by only making calls when they are absolutely necessary. Provide a plan of action that they ought to take at this stage.

Answer 4:

Given that we have a 79% recall rate, the genuine relevant result is better, resulting in fewer pointless phone calls. To reduce the amount of pointless phone calls, strictly adhere to the combination of the variables/categories below:

- I. Last Notable Activity_Had a Phone Conversation**
- II. What is your current occupation_Working Professional**

Check only the hot lead score from 90 to 100 to minimize useless phone calls.