

Case Study Subjective Questions

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

1. LastNotableActivity_Had a Phone Conversation

2. LeadOrigin_Lead Add Form

3. CurrentOccupation_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?

1. LastNotableActivity

2. LeadOrigin

3. CurrentOccupation_Working Professional

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.

During the 2 months since there are 10 interns it is a good exercise to

From the analysis we find **occupation** is important feature, **Call the all the candidates who are unemployed or working professionals to explain about the course** and try to give some special offers to attract the prospects. Since most of them are interested from career perspective, try giving career coaching options along with the course to get interest from the candidates.

Call the candidates whose LeadOrigin is LeadAddform or Landingpage.

Make Landing page more apt and capture just enough information, could make some fields mandatory to capture correct status as in this case many fields were left default. Country, City could be made madatory to help marketing team reach out to different prospects in other countries.

3. 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.

At this stage since they do on have many employees to make phone calls etc, they should only target candidates with **LastNotableActivity as who had phone call, SMS sent or email opened. This is the most important field which is major contributor.** So do not let the prospects go once they enquire the details on phone/email/SMS etc. At this time you could hold off on calling and take action/ make a call based only on **LastNotableActivity.**