

Subjective Questions

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

Tags, Lead Source and what is your current occupation are the three important variables to be focused on.

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?

Leads that are closed by 'Horizzon', lost to EINS and leads that will revert back after reading the email.

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.

It could be suggested that the sales team focus on making phone calls to leads that will revert back after reading the email and should avoid leads that are already students in the company's courses, who have graduation already in progress and those who are not interested in further education or interested in other courses. It would also help to focus phone calls on leads that are working professionals.

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.

In this situation, the company can focus on leads that have shown potential in contacting through email that will revert back via email and avoid leads that are busy, ringing or switched off so that most of the focus on lead conversion is possible with the customers that are more interested and leaning towards buying a course. The sales team can improve on their email response time and better service through emails to take advantage of this strategy.