

SUBJECTIVE QUESTIONS

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

Ans. 1.Total Visits

- Positive Impact
- The greater the total number of visits to the platform, the higher the likelihood of converting a lead into a customer.

2.Total Time Spent on Website

- Positive Impact
- The more time a lead spends on the website, the greater the chance of conversion into a customer.
- The sales team should prioritize engagement with such leads.

3. Lead Source

- This is a crucial feature that deserves focused attention.

- 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.Lead Origin_Lead Add Form
- 2.Lead Source_Olark Chat
- 3.Last Activity_Had a Phone Conversation

- 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. 1. Creating a model involves taking into account various factors essential for the model, such as time spent on the site, total visits, lead references, etc.

2. Furnishing interns with a prepared model.

3. Initiating a repetitive process of sending SMS and making calls to become more acquainted with individuals, discussing their problems, background, and assessing their financial condition.

4. Demonstrating to them that this platform/course will contribute to advancing their careers and ultimately persuading them to convert.

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. 1. Avoid concentrating on leads who are currently unemployed, as they may not possess a budget allocated for the course.

2. Refrain from targeting students, as they are already engaged in their studies and may be unwilling to enroll in a course tailored for working professionals, especially at this early stage.

