

ASSIGNMENT SUBJECTIVE QUESTIONS.

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

Answer:

The top three variables are:

❖ **Total Visits**

- Positive contribution
- Higher Total number of Visits to platform, higher the probability of the lead converting into a customer.

❖ **Total Time Spent on Website**

- Positive contribution
- Higher the time spent on the website, higher the probability of the lead converting into a customer.
- Sales team should focus on such leads.

❖ **Lead Source**

- It is the important feature which should be focus.

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:

The top three categorical variables are as follows:

- Last Activity_Had a Phone Conversation
- Lead Source_Social Media
- Lead Source_Olark Chat

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:

Let's approach the solution in key-points:

- Creating a model that incorporates key factors such as time spent on site, total visits, leads referred, etc.
 - Equipping interns with a prepared model.
 - Initiating a series of SMS and call outreach, aiming to establish rapport, understand their issues, background, and assess their financial situation.
 - Demonstrating how this platform/course can contribute to their career development 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.**

Answer:

Certainly, here's strategically important points to note :-

- Avoid prioritizing leads who are currently unemployed, as they may not have the financial capacity to invest in the course.
- It's advisable not to target students at this time, as they are focused on their current studies and may not be ready to commit to a course tailored for working professionals so early in their academic journey.