

SUBJECTIVE TYPE QUESTIONS

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

Answer: 1) lead_origin_Lead Add Form 2) do_not_email (negatively impacts)

3) lead_source_Welingak Website

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: 1) specialization_Banking, Investment And Insurance 2) specialization_Healthcare management are two type of customers which get converted often, also if 3)current occupation is student, that is customer is student, then there are very less chances of conversion (negative coeff)4)lead origin is lead add form, then it has highest probability.

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: The 10 interns can be of great support to the Sales team. As they may not particularly be ready to get on the floor and make calls. They can be given the data collecting and data entry tasks (documentation) on behave of the Sales team who are experienced in handling the customers on call.

This way the core sales team will have more time to spare with the prospective customers than investing their valuable time documenting, preparing reports and presentations, etc.

This will also facilitate the interns to learn the sales process and sales methodology of the company.

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: If the quarterly targets are met before the set target date. This is the ideal time for the team to evaluate the current strategy and conduct brain storming activities for improving the efficiency of the team members.

Deploying team building activities will help boost the morale of the sales team thereby improve their overall performance.