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 – Total Visits to platform is positive contribution, As higher total number of visits will gives the higher probability of lead converting.

   2. What is your current occupation – Current Occupation will be contribute most towards the probability of a lead getting converted but, in this Working Professionals are the majority who contribute the most.

   3. Lead Source - Lead Source will contribute most towards the probability of a lead getting converted but, in this Olark Chat will be most important.

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?

   Ans.

   1. Lead Origin_Lead Add Form
   2. What is your current occupation_Working Professionals
   3. 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.

   Ans.

   Good Strategy will be that after making a model for predicting the Lead conversion on the basis of the past data which can be derived using the important features like Total visits, Lead Origin, Lead Source, Current Occupation etc. which will predict the lead score and according to the lead score leads will be divided into the Hot, Cold leads (Leads scores above 40 will be marked as Hot). So, that the team will focus on the Hot leads first as the

model conversion percentage is around 80%. Sales team will call, SMS repeatedly to the leads and try to convence them that this platform is best for their career growth and also try to get more familiar with them to earn their trust.

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.

At this time, Company should ask the sales team to take the feedback from already enrolled students. So that company should know and understand where they have to put more efforts so that the quality of educations can be increased for the growth of students. And during this time sales team for lead conversion should only focus on the leads those are working professionals, and the leads those are come from the Lead Add Form only.