

## SUBJECTIVE QUESTIONS

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

ANSWER:

- Total time spent on website
- Lead Origin
- Total Visits

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:

- Lead Add Form (from Lead Origin)
- Had a Phone Conversation ( from Last Notable Activity)
- Working Professional ( from What is your current occupation)

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:

- Give importance to leads.
  - After getting the leads, do a phone call campaign and sms.
  - Follow up with the leads that do not convert.
  - Feedback is very important. Get feedback and work to improve.
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:

- Use communication channels such as, personalized emails, sms or chatbots.
- Work on marketing. Best way to attract consumers.
- Be active in social media to touch a greater audience.
- Keep updated on your data analysis and insights, and work on them.