

Subjective Questions Answers

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

Ans. These are the top variables that contribute towards the result:

- Total Time Spent on Website
- In Lead Origin (Lead Add Form)
- In Lead Source (Olark Chat)

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. -In Lead Origin (Lead Add Form)
-In Lead Source (Olark Chat)
-In Last Notable Activity (Email Link Clicked)

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. With an optimal cut off of 3.6 finally, the company should majorly focus on targeting customers through Phone calls, e-mail and sms as their work force has increased because of new interns.

- If a person spends a lot of time on a website, phone calls must be made to

them. This can be accomplished by making the website engaging and enticing them to return.

- They can be observed frequently visiting the website.
- The last thing they did was send an SMS or engage in a chat session on Olark.
- They are working professionals.

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. With an optimal cut off of 3.6 finally, they should concentrate more on alternative strategies in this situation, such as automated emails and SMS. Calling won't be necessary unless it's an emergency this way. The aforementioned tactic can be applied, but only with clients that have a very high likelihood of purchasing the course.