

# Subjective Questions

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

- ❖ The top three variables that contribute most towards the probability of a lead getting converted are:
  - **Tags\_Closed by Horizzon**: Has the highest influence on the lead conversion probability.
  - **Tags\_Lost to EINS**: Plays a significant role in determining conversion probability.
  - **LastNotAct\_Had a Phone Conversation** has a strong positive impact on conversion.

## 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?

- **Tags\_Closed by Horizzon**: The sales team should follow up with leads promptly after an interaction (e.g., after a phone call, form submission, or other lead activity) to attract more leads.
- **Tags\_Lost to EINS**: Focus on re-engagement campaigns with personalized follow-ups, offers, and incentives.
- **LastNotAct\_Had a Phone Conversation**: We can Improve phone conversation effectiveness by ensuring timely follow-ups and personalizing interactions. Focus on addressing the lead's concerns and clearly outlining next steps to increase the likelihood of conversion.

## 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.

- ❖ Few of the strategies than they could employ are:
  - **Prioritize leads with higher engagement**: The ones who spend a lot of time on the website (Total time spent on website) and the ones who visit the site often (Total Visits) show potential however this could also mean that they are in for a bargain and best offers by comparing other sites. To counter this, making the site more interesting and unique from the rest can be done.
  - **Further segment leads based on behaviors**: People coming via referrals (Lead source reference) and working professionals (specialization) are more likely to sign up.

- **Multiple Communication Channels and personalised scripts:** Use a mix of phone calls, emails, WhatsApp, etc., for better reach. Additionally, getting familiar with them by asking questions and discussing problems tailored to their background, financial condition, region etc will more likely help to convert them.
  
- 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.**
  - ❖ To minimize the rate of useless phone calls, the company can employ the following:
    - Not focus on unemployed leads as they might not have the financial budget for the course.
    - Not prioritize students as they are still studying and may not be ready to enroll early on in a course that is specially designed for working professionals.
    - They can also focus on other methods of communication like automated emails and SMS rather than calling.