

Subjective Questions

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

Ans. The top three variables in your model which contribute most towards the probability of a lead getting converted are:

1. Total Visits- It gives us a positive effect i.e, the higher the Total number of Visits to platform, that means the higher the probability of the lead conversion
2. Total Time Spent on Website - It gives us a positive effect i.e, the higher the time spent on the website by a lead, the higher the probability of the conversion. It is suggested that sales team should target such leads
3. Lead Source- It is the important criteria which should be focused on.

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. 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 are:

1. Lead Origin_Lead Add Form
2. Lead Source_Olark Chat
3. Last Activity_Had a Phone Conversation

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. The suggested strategy that they should employ at this stage is as follows:

1. Start by making a model by taking different points into considerations that would be required for the model. For example- time spent on site, total visits, leads reference, etc.
2. Once the model is ready, share it with the sales team so the interns can start working on lead conversion
3. It is suggested that start sending SMS and make calls, try to be more engaging and start getting to know the leads better, discuss their challenges and difficulties and how this course will help them in future
4. Convince the lead that this course will help them grow professionally and is beneficial to them and tell them about the previous success stories

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. The suggested strategy that they should employ at this stage is as follows:

1. It is advised not to focus on unemployed leads. As they might not be able to deposit the required amount for the course fee
2. It is advised not to focus on students as well. They are still studying and unable to enroll into a course that is especially designed for working/experienced professionals.