

## Subjective Questions & Answers

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

➤ Based on the final model the top three variables which contributes most towards the probability of lead getting converted are

- Total Time Spent on Website
- Total Visits
- Lead Source with elements Google

**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?**

➤ The top 3 categorical/dummy variables in the model are:

- Lead Source with elements Google
- Lead Source with elements Direct Traffic
- Lead Source with elements Organic search

**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.**

➤ To make lead conversation more aggressive during the intern hiring period, X education can employ the following strategy based on the given variables and their coefficients:

- **Focus on leads with high potential:** Based on the given coefficients, leads from the following sources have a higher likelihood of conversion. The sales team should prioritize calling leads from these sources during the intern hiring period
- **Leverage Effective Communication Channels:** Leads who have been sent SMS messages and have opened the emails are also more likely to

convert. The sales team should prioritize calling leads who have been sent messages or have opened emails from X education.

- **Maximize Website Engagement:** Total time spent on the website is also a good indicator of the leads interest in X education's services. The sales team should prioritize calling leads who have spent a significant amount of time on the website.
- **Maintain a multi-channel approach:** The sales team should also make sure to follow up with leads who have interacted with X education through multiple channels.

To make lead conversation more aggressive during the intern hiring period X education should focus on leads from high potential sources, Leverage Effective Communication Channels, Maximize Website Engagement, Maintain a multi-channel approach.

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.**

➤ In order to minimize the rate of phone calls when the company reaches its sales target for a quarter before the deadline, the sales team can employ the following strategy:

- Focus on leads nurturing activities such as personalized emails, SMS's and targeted newsletters
- Sending automated SMS to customers that have very good likelihood of getting converted
- Collaborate with the sales team, management and data scientists to teams to fine tune the model and gather feedback on what worked and what didn't
- Make strategy for providing discounts or incentives to potential customers through other communication channels like email, social media or chat bots
- Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate