

Subjective Questions

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

1. Total Visits:

- **Positive contribution:** The higher the number of visits to the platform, the greater the likelihood of the lead converting into a customer.

2. Total Time Spent on Website:

- **Positive contribution:** Leads that spend more time on the website have a higher probability of conversion. The sales team should prioritize such leads for follow-up.

3. Lead Source:

- This is a critical feature, and specific lead sources should be a focus for the sales strategy to increase conversions.

2. What are the top three categorical/dummy variables in the model that should be focused on to increase lead conversion?

1. Lead Origin: Lead Add Form
2. Lead Source: Olark Chat
3. Last Activity: Had a Phone Conversation

These variables show a high correlation with conversion probability and should be a focal point for the team.

3. X Education has a period of 2 months each year where they hire interns. During this phase, the sales team wants to aggressively convert all potential leads predicted as likely to convert. What strategy should they employ?

Suggested Strategy:

1. Build a model considering key factors like time spent on the site, total visits, lead source, and reference data.
2. Provide the interns with a ready-to-use model for identifying high-potential leads.
3. Initiate frequent SMS and phone calls, building a rapport by discussing the leads' backgrounds and addressing their concerns.
4. Emphasize how the platform or course can enhance their career prospects to drive conversions.

4. If the company reaches its quarterly target early and wants to minimize unnecessary phone calls, what strategy should they use to avoid wasting resources?

Suggested Strategy:

1. Avoid focusing on **unemployed leads**, as they may lack the financial resources to enrol in the course.
2. Do not prioritize **student leads**, as they are likely still engaged in their current studies and may not be ready to commit to a professional course designed for working individuals.