

## ASSIGNMENT SUBJECTIVE QUESTIONS

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

**Answer:**

According to the analysis, the top three variables which contribute most towards the probability of a lead getting converted are:

- Lead Source\_Welingak Website: 5.39
- Lead Source\_Reference: 2.93
- Current\_occupation\_Working Professional: 2.67

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?

**Answer:**

The top three categorical/dummy variables should be focused the most on in order to increase the probability of lead conversion are also:

- Lead Source\_Welingak Website: 5.39
- Lead Source\_Reference: 2.93
- Current\_occupation\_Working Professional: 2.67

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.

**Answer:**

To make the lead conversion more aggressive during the internship season, so that the sales team can make phone calls to as much as possible, there are some suggestions as the following:

- Prioritize high scoring leads to maximizing the chance of success during this period. The company can check the top three variables mentioned on Question 2.
- Focus on features with positive coefficients for targeted marketing strategies.
- Develop strategies to attract high-quality leads from top-performing lead sources.

- Engage working professionals with tailored messaging.
- Optimize communication channels based on lead engagement impact.
- More budget/spend can be done on Welingak Website in terms of advertising, etc.

- Incentives/discounts for providing reference that convert to lead, encourage providing more references.

- 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.**

**Answer:**

To minimize the rate of useless phone calls, the sales team should focus on:

- Analyze negative coefficients in specialization offerings.
- Engage working professionals with tailored messaging.
- Prioritize on the Leads that have high conversion rate. They can check the top three variables mentioned on Question 2.
- Enhance Website engagement with people who have been viewing the website. The Sales team can check the Total time spent on Website (with coefficient of 1.05) and prioritize the leads who spent the most time on viewing their contents and services on the website.
- Interact with people who have opened SMS and email based on the indicators "Last Activity\_SMS sent" with coefficient of 2.05 and "Last Activity\_Email opened" with coefficient of 0.94