

SUBJECTIVE QUESTION/ANSWERS

Q.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 our model which contribute most towards the probability of a lead getting converted is as under:-

- (a) Lead Source_Welingak Website
- (b) Lead Source_Reference
- (c) What is your current occupation_Working Professional

Q.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 are

- (a) Lead Origin_Landing Page Submission
- (b) What is your current occupation_Working Professional
- (c) Last Activity_SMS Sent

Q.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 – To make the lead conversion more aggressive phone calls should be made to undermentioned:-

- (a) Lead coming from “ Welingak Websites” and “References”.
- (b) Working Professionals as they are more likely to enroll.
- (c) Professionals who spend a lot of time on the website hence making the website interesting will bring them back on the site.
- (d) Also, shortlist individuals who are active on mail.

Q.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 - To minimize the useless phone calls the company should opt for a strategy wherein the users can be reached out by SMS / Chat / Automated emails / Advertisements emails who have high chances of buying the course.