

SUBJECTIVE QUESTIONS

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

Answer: Following are the top three variables which contribute most towards the probability of a lead getting converted:

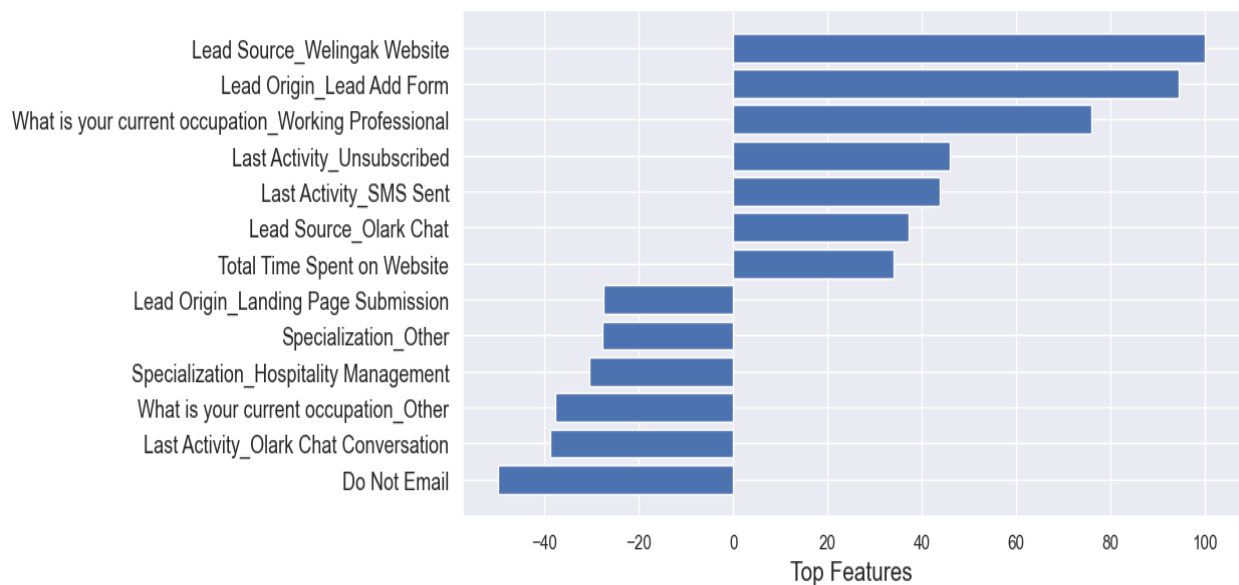
- a. Lead Source_Welingak Website: As conversion rate is higher for those leads who got to know about course from 'Welingak Website',so company can focus on this website to get more number of potential leads.
 - b. What is your current occupation_Working Professional : The lead whose occupation is 'Working Professional' having higher lead conversion rate ,company should focus on working professionals nad try to get more number of leads.
 - c. Lead Origin_Lead Add Form: Leads who have engaged through 'Lead Add Form' having higher conversion rate so company can focus on it to get more number of leads cause have a higher chances of getting converted.
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: Top 3 Categorical/Dummy variables to increase probability are:

- a. Lead Source with elements google
 - b. Lead Source with elements direct traffic
 - c. 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.

Answer: Phone calls must be done to people if:

- a. Spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site. (Ref.: 'Lead Source_Welingak Website' & 'Total Time spent on Website')
- b. Last activity is through SMS or through Olark chat conversation
- c. Call shall be made to Working professionals and mainly to people in Management area.
- d. Leads coming back to the website repeatedly.



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: During the quarter before the deadline, the company has very less time in its hand. So it is of utmost importance that it concentrates more on hot leads that have highest lead conversion rate. They should avoid useless calls and prioritize the leads. Prioritizing can be done on the basis of lead score. Leads that have more than 80% of lead score can be targeted.

Also, need to focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency.