

Subjective Questions

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

Ans:- Top three variables in the model which contribute most towards the probability of a lead getting converted -

The total time spend on the Website.

Total number of visits.

When the last activity was.

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 in the model which should be focused the most on in order to increase the probability of lead conversion are-

Lead Source_Google

Lead Source_Direct

Lead Source_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.

Ans:- Following points should be considered:-

- Counselling should be provided to possible leads by the interns.
- Few factors should be considered like time spend on X platform, those who are repeatedly visiting x website.
- A model which applied to actual database will give you possible leads. So, interns should focus on that.
- Follow ups should be there, for hot leads.
- Show them the possible outcome and try to convince based on the result.
- Some meetings with ex-X students who are doing better professionally.

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:- Following points should be considered:-

- They should focus more on online advertising
- Gather important points which student face and give to higher management teams like out dated videos, which new course to add.
- Faster query resolution for student.
- More result oriented approach.