

### **ANSWERS TO SUBJECTIVE QUESTIONS**

**Question 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 the model which contribute most towards the probability of a lead getting converted are:

- a) Total time spent on the website: 4.3592
- b) Lead Origin\_Lead Add Form: 4.1218
- c) Current\_occupation\_Working Professional: 1.6158

**Question 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:

- a) Lead Source\_Reference
- b) Lead Source\_social\_media
- c) Lead Source\_Olark Chat

**Question 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: A good strategy would be to:

- a) Focus on the leads who spent a lot of time on the website- Total Time Spent of Website
- b) Focus on the leads who visited the website multiple times. However, it might be just to compare the courses of X Education with another platform. Hence this should also be accounted for.
- c) Focus on the leads who has visited the website through references since it increases the likelihood of lead conversion.

**Question 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: They should follow the following strategies:

- a) Do not pursue unnecessary leads- the company might not have budget for this
- b) Only make phone calls to leads which have nearly 100% chance of conversion.
- c) Avoid leads which are already enrolled in one of the courses.