

# Assignment Subjective Questions

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

A) The three key factors in your model that significantly influence the likelihood of a lead conversion are:

- I. Lead Source\_Welingak Website
- II. Lead Source\_Reference
- III. Current\_Occupation\_Working Professional

**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?**

A) The three crucial categorical/dummy variables in the model that require the highest focus to enhance the probability of lead conversion are:

- I. Lead Source\_Welingak Website
- II. Lead Source\_Reference
- III. Current\_Occupation\_Working Professional

**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.**

A)

Here are some effective strategies for X Education during the intern hiring period to boost lead conversion:

- I. Prioritize top leads: Focus on leads predicted as high-converting to maximize success.

II. Personalize communication: Tailor emails and calls for a more personalized approach, increasing conversion chances.

III. Boost phone calls: Increase the number of phone calls, known for high effectiveness in converting leads.

IV. Offer special incentives: Provide enticing offers like discounts or free trials to attract more sign-ups during this period.

**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.**

A) During the quarter, once the sales team achieves the target ahead of schedule, they can shift focus to activities like lead nurturing and engaging with existing customers to ensure satisfaction and explore potential upselling opportunities.

To reduce ineffective phone calls, implementing a lead scoring system is recommended. This system ranks leads based on conversion likelihood, allowing the sales team to prioritize outreach to high-scoring leads for better conversion success. For leads with lower scores, personalized and targeted emails can be sent to nurture them until they are ready to convert.