

Subjective Questions

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

Answer:

- 1) Total Time Spent on Website
- 2) Lead Origin_Lead Add Form
- 3) What is your current occupation_Working Professional

These three variables are critical in driving higher lead conversion rates. By prioritizing them, the model's effectiveness can be significantly enhanced, better aligning it with key business objectives and delivering more impactful results.

- 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:

- 1) Lead Origin_Lead Add Form
- 2) What is your current occupation_Working Professional
- 3) Last Notable Activity_Had a Phone Conversation

By focusing in these three categorical/dummy variable we can increase the probability of lead conversion.

- 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:

To make lead conversion more aggressive during the two-month intern phase, X Education should implement the following strategy:

- Lower the Conversion Probability Threshold:
By lowering the threshold for identifying potential leads (those predicted as 1), the model's Sensitivity will increase. This ensures that almost all leads with a reasonably

high likelihood of conversion are flagged for follow-up, capturing a broader range of leads that may otherwise have been overlooked.

- Maximize Utilization of Intern Resources:

With a larger pool of flagged potential leads, interns can prioritize making phone calls and engaging with as many of these high-potential leads as possible. By deploying the additional workforce effectively, X Education can ramp up its lead engagement and optimize conversion opportunities during this intensive phase.

By focusing on leads predicted to have the highest likelihood of conversion, X Education can ensure that its efforts are maximized during the two-month intern phase, making the most of the increased workforce while driving higher conversion rates.

- 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:

To minimize unnecessary phone calls when the company has achieved its quarterly target, X Education should implement the following strategy:

- Increase the Conversion Probability Threshold:

By raising the threshold for conversion probability, the model will prioritize only those leads with a very high likelihood of conversion. This approach increases the Specificity of the model, helping to filter out borderline or uncertain leads. As a result, only the most promising leads are selected, reducing the risk of wasting time and resources on leads with low conversion potential.

- Prioritize Quality Over Quantity:

The sales team should focus exclusively on high-priority leads that have the strongest conversion potential. This will allow the team to direct their efforts toward more strategic tasks or new work, rather than spending time on low-priority leads. This ensures that sales efforts are not diluted and remain targeted, allowing for more efficient use of resources during a period when the company has already met its target.

By employing this strategy, X Education can maintain efficiency, avoid unnecessary effort, and align the sales team's activities with broader organizational goals, ensuring that resources are only directed to leads that are most likely to result in conversions.