

## **Subjective Questions and Answers**

**Ques.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 based on the final model which contribute most towards the probability of a lead getting converted are as follows:

- Lead Source\_Welingak Website: 5.39
- Lead Source\_Reference: 2.93
- Current\_occupation\_Working Professional: 2.67

**Ques.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 as follows:

- Lead Source\_Welingak Website: 5.39
  - We should focus on more budget/spend on Welingak Website in terms of advertising, etc. to attract more leads.
- Lead Source\_Reference: 2.93
  - We can provide discounts for providing references that convert to lead to encourage more references.
- Current\_occupation\_Working Professional: 2.67
  - We should develop tailored messaging and engage working professionals through communication channels based on their engagement impact.

**Ques.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.** During the intern hiring period, X Education can boost lead conversion with the following strategies based on variable coefficients:

- **Prioritize leads from high-potential sources:** Welingak Website, Reference, Working Professional.
- **Leverage effective communication channels:** Focus on leads with SMS Sent or Email Opened (coefficients: 2.051879 and 0.942099).
- **Maximize website engagement:** Give preference to leads with significant Total Time Spent on the Website (coefficient: 1.049789).
- **Maintain a multi-channel approach:** Follow up with leads using various channels, like Olark Chat, ensuring comprehensive interaction. Overall, X Education should intensify lead conversion by focusing on high-potential sources, effective

communication, website engagement, and a multi-channel approach during the intern hiring period.

**Ques.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.** To minimize the number of ineffective phone calls after reaching the quarterly sales target early, the sales team can implement the following strategies:

- Emphasize lead nurturing activities, including personalized emails, SMS messages, and targeted newsletters.
- Implement automated SMS messages for customers with a high likelihood of conversion.
- Collaborate with sales, management, and data science teams to refine the model, seeking feedback on effective strategies.
- Develop a discount or incentive strategy to prompt potential customers into action.
- Build relationships with potential customers using alternative communication channels such as email, social media, or chatbots.
- Collect feedback from existing customers to enhance lead quality and optimize the conversion rate.

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