

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 top 3 variables are

1. Total Time Spent on Website
2. Lead Source with direct traffic and Google
3. Occupation as unemployed

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) Top 3 Categorical variables to increase probability are:

1. Lead Source with direct traffic
2. Lead source with Google
3. Occupation with unemployed

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) Phone calls must be done to people if:

- More time is spent on the website there are high chance of conversion
- Lead source is mostly rely on the direct traffic , google and organic searches
- People reached out through API , landing page submission
- The most Conversion rate and rejection rate depends solely on INDIA , so, should be focusing more over that region
- High conversion are thru the SMS and then the Emails

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) Since SMS sent and Emails has high conversion rate as well, they should set the periodic automatic mails and messages to be sent to the persons who are registered or have been spending more time in the website.