

# Subjective Questions and Answers

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

ANS: Top Three variables which is contributing most toward the probability of a lead getting converted are :

- a. Lead sources : 'Welingak Website' and 'Reference'
- b. Last Activity\_Had a Phone Conversation
- c. 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?

Ans : To improve overall lead conversion rate, we need to focus more on improving lead conversion of API and Landing Page Submission origin and generate more leads from Lead Add Form.

To improve overall lead conversion rate, focus should be on improving lead conversion of olark chat, organic search, direct traffic, and google leads

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: The team must call:

- a. Leads coming from lead sources : 'Welingak Website' and 'Reference'.  
They are more likely to get converted.
- b. Working professionals as they are most likely to get converted.
- c. Leads who spend more time on website are more likely to get converted
- d. Leads whose Last Notable Activity is SMS Sent, as they are more likely to get converted.
- e. Leads whose Last Notable Activity is SMS Sent, as they are more likely to get converted.

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: The X-education company should not target on Unemployed leads and students as they are not likely to get converted. Can avoid calling these categories of leads.

Can work toward auto generated emails and SMS, instead of calling