

## **Subjective Questions**

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

Ans. These are the top variables that contribute towards the result

- Total Time Spent on website
  - It has a Positive Contribution.
  - Higher the time spent on website, higher the probability of the lead converting into a customer.
  - Sales team should focus on such leads.
- Total Visits
- What is your current occupation\_Student:
  - Negative contribution.
  - If the lead is already student, then the chances are that the lead will not convert as they will not take up another course which is designed for working professionals.
  - Sales team should not focus on such leads.
- Lead Source reference
  - It has a positive contribution.
  - If the source of the lead is a reference, then there is a higher probability that the lead would convert as the referrals not only provide for cashbacks but also

assurances for current users and friends who will mostly be trusted- Sales team should focus on such leads.

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. Top 3 Categorical/Dummy variables to increase probability are:

- Lead Source\_Reference
- Lead Source\_Social media
- Lead Source\_Olark chat
  - It would seem that the lead source plays an important role in scouting for the leads that have a higher chance for converting.

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. Phone calls must be done to people if:

- Target leads that spend a lot of time on X-Education website.(Total time spent on website).
- Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are strongly highlighted.
- Target leads that have come through References as they have a higher probability of converting.
- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education
- They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly
- Their last activity is through SMS or through Olark chat conversation
- They are working professionals

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. In this condition they need to focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency. The above strategy can be used but with the customers that have a very high chance of buying the course.

- Do not focus on unemployed leads. They might not have a budget to spend on the course.
- Do not focus on students, since they are already studying and would not be willing to enrol into a course specially designed for working professionals, so early in the tenure.

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