

Assignment Subjective Questions

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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 on basis of their coefficient values are as follows:

- Tags_ Closed by Horizzon (Coefficient value: +10.11)
 - Tags_Lost to EINS (Coefficient value: +10.75)
 - Tags_Will revert after reading the mail (Coefficient value: +5.74),
- Apart from the model suggested variables, it is also suggestible to follow below variables:
- Lead source (particularly 'Referred' category)
 - Specialization (particularly 'Management' category)
 - Occupation (particularly 'Working Profession' category)

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 three Dummy variables on basis of their coefficient values are as follows:

- Tags_ Closed by Horizzon (Coefficient value: +10.11)
- Tags_Lost to EINS (Coefficient value: +10.75)
- Tags_Will revert after reading the mail (Coefficient value: +5.74)

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)

As suggested by the model, the sales team should focus on persons who are:

-Working Professionals:

The working profession show higher chance of becoming hot leads, thus sales team should focus on the persons who are working.

-Referred Persons:

Providing discounts to the referred and referring persons would boost the conversion rate.

-Persons who filled the form:

They show high chance of getting converted.

-Persons whose specialization are in 'Management':

Persons from this specialization are showing more interest in visiting the website and inquire about the courses offered.

- Will revert after reading the mail:

Persons who are tagged as 'will revert after reading the mail' should be sent frequent mails informing them of offers, speeches by various experts suggesting about the course etc.,

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)

- Sending mails is the best strategy suggestible.
- The customers should be sent mails informing them of various offers they could get based on season.
- Mails informing them of speeches by experts who boast the future opportunities by learning the offered course.
- Demo class and free study materials which promotes curiosity regarding the course.
- Creating an app and improving the app based on the feedback from users.
- The improved app could be used as a tool for enhancing the learning experience of customers.
- Sending invitations through social platforms like LinkedIn, Facebook and share them the material either pdf, html or video links through that.