

Subjective Questions

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

1. Website Traffic:

- Positive Impact: More visits to the platform increase the likelihood of lead conversion.

2. Time on Site:

- Positive Impact: Longer website visits correlate with higher conversion rates.
- Sales Focus: Sales teams should prioritize leads who spend significant time on the website.

3. Lead Origin:

- Key Factor: The source of the lead is a crucial factor to consider.

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?

1. Lead Origin_Lead Add Form

2. Lead Source_Olark Chat

3. Last Activity_Had a Phone Conversation

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.

1. Model Development: A model was created by considering various factors such as time spent on the site, total visits, and lead referrals.

2. Model Deployment: The model was made available to interns for practical use.

3. Enhanced Customer Engagement: Increased frequency of SMS and calls was implemented. Efforts were made to build rapport, understand their needs, and assess their financial situation.

4. Value Proposition and Conversion: A focus on demonstrating the platform's potential to enhance career prospects was emphasized to drive conversions.

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.

1. Target Employed Leads: Prioritize leads who are currently employed, as they are more likely to have the financial means to invest in the course.

2. Avoid Targeting Students: Refrain from targeting students, as they may be already enrolled in academic programs and not be receptive to a course specifically designed for working professionals, especially early in their academic journey.