

SUBJECTIVE QUESTIONS

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

Top 3 variables in our model are:

- Total Visits
- Total time spent on the website
- Add forms as lead origin

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?

Top 3 Categorical/dummy variables are:

- Lead source: Olark Chat
- Lead source: Add forms
- Last activity: 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.

- Interns can very avoid students and occupation status as unemployed. Students conversion is quite difficult since they might be just visiting the website for seeking just some information on the available courses. Also unemployed leads also would be trying to compare course availability with different available learning platforms.
- Olark chat services could be used in a significant manner helping the leads with minimum required yet fulfilling information through chats to pique their interest further
- There are high chances of leads spending more time on websites to get converted as a customer. Interns can target these leads and have an engaging telephonic conversation giving essential information about the course of the lead's interest

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.

- There could be many leads who do not wish to engage in phone calls and rather expect the counsellors to give them an idea about the program through mails /chats.
- Company in such period of time can come up with strategies to prepare ad forms that could be more subject oriented/targeting in nature so that the leads spend lesser time in deciding.