SUBJECTIVE QUESTIONS

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

A. The top three variables that contribute towards the result are:

- Total Time spent on website
- Lead Source with elements Google
- Page Views Per website

2. What are the top 3 categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion?

A. The top 3 Categorical variables which increase probability are:

- Lead Source with elements Google
- Lead Source with elements Direct traffic
- Lead Source with Olark chat

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.

A. Phone calls must be done to people if:

- They spent a lot of time on the websites.
- They are seen coming back to website repeatedly.
- Their last activity is through Olark Chat conversation.

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 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.

A. In this situation they must focus more on other methods like SMS and emails. By this way they won't require calling unless it is an emergency. But this strategy can only be used for the customers who have high chance of buying the course.