

Subjective Questions

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

Ans-

❖ Time Spent on Website Overall:

- Valuable input.
- A longer time spent on a website increases the likelihood that a lead will convert into a client.
- The sales team should concentrate on these kinds of clients.

❖ Principal Reference Source:

- A constructive input.
- There is a greater likelihood that the lead originated from Reference. Might convert, recommendations from present clients and acquaintances are probably more reliable. Sales teams ought to concentrate on these kinds of leads.

❖ What is your occupation right now?

- A detrimental input.
- Leads are unlikely to enrol in another course if they are currently enrolled.
- The sales team shouldn't concentrate on these 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-

In order to maximise the likelihood that leads will convert, the top three categorical/dummy variables in the model should receive the greatest attention are:

- 1) Primary Reference
- 2) Second-best source: social media
- 3) Direct Source_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.

Ans-

- Identify leads who frequently visit the X-Educations website.
- Target leads who come back to the website. However, since the number of visits may be limited to that season, they may be returning frequently to compare courses from the other venues. Thus, the intern ought to be a little more assertive and make sure that any areas of competition where X-Education excels are clearly marked.
- Focus on leads that came through referrals since they are more likely to convert.
- Although students can approach, their chances of converting will be reduced because the course is industry-based. This, however, may also serve as a driving force to guarantee that they are prepared for the workforce by the time they finish their education.

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-

- Don't concentrate on jobless leads. It's possible that they don't have enough money for the course.
- Don't concentrate on students because they are already in school and won't want to start a course early in their tenure that is specifically meant for working professionals.