

Subjective Questions

Q1) Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

The top 3 variables in the model which contribute the most towards the probability of a lead getting converted are:

- TotalVisits.
- Total Time spent on website.
- Lead Source in which Google and direct traffic contributes the most.

Q2) 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?

- Lead Source with elements Google
- Lead Source with elements Direct Traffic
- Lead Source with elements Organic Search

Q3) 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.

- Phone calls must be done to people who spend most time on the websites, total visits.
- And making phone calls, sending SMS try to get familiar, friendly and check their interests in matter.
- And ensure them that this platform help them in building their career.

Q4) 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.

- Avoid focussing on the unemployed customers as they might have financial issues, or on students who are already studying.
- Use automated emails, calls unless it's an emergency this strategy can be used to the customers who have more chances of being converted into a lead.