

Subjective Questions and their Answers

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

Ans. The key variables that contribute to the result include the total time spent on the website, the total number of visits, and the lead source, which includes Google.

- 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. The top three categorical or dummy variables that increase the probability include the lead source with elements such as Google, direct traffic, and organic search.

- 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. Phone calls should be made to individuals if they spend a significant amount of time on the website, which can be encouraged by making the site more engaging to bring them back. Additionally, calls should be made if they are observed returning to the website multiple times, if their last activity was through SMS or an Olark chat conversation, or if they are working professionals.

- 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. In this situation, it is important to focus more on alternative methods such as automated emails and SMS, as phone calls will only be necessary in case of an emergency. The strategy mentioned earlier should be applied primarily to customers who have a very high likelihood of purchasing the course.

To minimize the rate of useless phone calls when the company reaches its sales

target for a quarter before the deadline, the sales team can employ the following strategy:

- Focus on lead nurturing activities such as personalized emails, SMS's and targeted newsletters.
 - Sending automated SMS to customers that have very good likelihood of getting converted
 - Collaborate with the sales team, management, and data scientists to teams to fine-tune the model and gather feedback on what worked and what didn't.
 - Make the strategy for providing discounts or incentives to potential customers to encourage them to take action.
 - Focus on building relationships with potential customers through other communication channels like email, social media, or chatbots.
 - Gather feedback from existing customers to improve the quality of the leads generated and optimize the conversion rate.
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