Subjective Questions and Their Answers

1. **What are the top three variables in your model that contribute most to the probability of lead conversion?**
   Answer: The three most influential variables in the final model that affect lead conversion probability are:
   ● Lead Source_Welingak Website: 5.39
   ● Lead Source_Reference: 2.93
   ● Current_occupation_Working Professional: 2.67

2. **Which top three categorical/dummy variables in the model should be prioritized to enhance lead conversion?**
   Answer: The three categorical/dummy variables that should be prioritized to boost lead conversion are:
   ● Lead Source_Welingak Website: 5.39
   ○ We should allocate more budget towards advertising on the Welingak Website to attract additional leads.
   ● Lead Source_Reference: 2.93
   ○ Offering discounts for successful references can incentivize more referrals.
   ● Current_occupation_Working Professional: 2.67
   ○ Tailored messaging and targeted communication strategies for working professionals should be developed to enhance engagement.

3. **X Education hires interns for two months each year, during which they want to aggressively convert leads predicted to be likely buyers. What strategy should they employ?**
   Answer: To increase lead conversion during the intern-hiring phase, X Education should adopt the following strategy:
   ● **Prioritize high-potential leads:** Focus on leads from the following sources that show a higher likelihood of conversion:
   o Welingak Website: 5.39
   o Reference: 2.93
   o Working Professional: 2.67
   ● **Utilize effective communication channels:** Target leads who have received SMS messages and opened emails, as indicated by the coefficients for Last Activity_SMS Sent (2.05) and Last Activity_Email Opened (0.94).
   ● **Maximize website engagement:** Reach out to leads who have spent considerable time on the website, as this shows their interest (coefficient: 1.05).
   ● **Implement a multi-channel approach:** Follow up with leads who have interacted through various channels, such as the Olark Chat feature, even if their website engagement time is low.
   In summary, X Education should focus on leads from high-potential sources,

leverage effective communication, maximize website engagement, and maintain a multi-channel outreach strategy.

4. **When the company meets its quarterly target ahead of schedule and wants to minimize unnecessary phone calls, what strategy should be adopted?**
   Answer: To reduce the frequency of unnecessary phone calls when quarterly targets are met early, the sales team can implement the following strategy:
   ● **Focus on nurturing leads:** Engage in personalized communications such as targeted emails, SMS messages, and newsletters.
   ● **Automate outreach:** Send automated SMS messages to leads with a high likelihood of conversion.
   ● **Collaborate for model refinement:** Work with sales, management, and data scientists to enhance the model based on feedback regarding effective strategies.
   ● **Incentivize potential customers:** Develop strategies for offering discounts or incentives to encourage lead engagement.
   ● **Build relationships:** Engage with potential customers through alternative communication channels like email, social media, or chatbots.
   ● **Gather feedback:** Collect insights from existing customers to improve lead quality and optimize conversion rates.