

Subjective Questions:

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

Ans:

- 1) Lead Source
- 2) What is your current occupation
- 3) Total Time Spent on Website

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:

- 1) What is your current occupation_Working Professional
- 2) Lead Origin_Lead Add Form
- 3) Lead Source_Reference

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: As we can see, the majority of leads that convert come from references and forms, and the leads are typically from working professionals. Based on these facts, we can assume that the majority of working professionals are enrolling in the course primarily in order to advance their careers or possibly move on to better opportunities. Therefore, the recommendation for the internship is to understand the customer, attempt to learn the purpose, and try to give them a brief overview of the profession they can have if they enroll in the course. It is further advised that to win their trust interns should share some success stories of alumni.

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: At that period of time instead of reaching out to leads it would be a good strategy to reach out to already enrolled students and try to get referral from them because we have seen that leads that are coming from referrals have a higher chance of converting.

Also, they can also run campaigns and market different benefits of providing referrals.