

# SUBJECTIVE QUESTIONS

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
  - a. **Lead Source**
    - It is the crucial aspect that needs attention.
  - b. **Total Visits**
    - The likelihood that a lead will become a customer increases with the total number of platform visits.
  - c. **Total Time Spent On Website**
    - The sales team ought to concentrate on these leads.
    - The likelihood that a lead will become a customer increases with the amount of time spent on the 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?
  - a. Lead Origin\_Lead Add Form
  - b. Lead Source\_Olark Chat
  - c. Last Activity\_Had a Phone Conversation
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.
  - a. Creating a model by taking into account different aspects that are necessary for the model in the same way. Total visits, time spent on site, leads referred.
  - b. Providing a ready model for interns
  - c. Start calling and sending SMS frequently in an effort to get to know them better by talking about their issues, background, and financial situation.
  - d. Convert them by demonstrating that this platform/course will assist them in advancing their careers.
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.
  - a. Early in the tenure, avoid concentrating on students because they are already enrolled in classes and would not be willing to enrol in one created especially for working professionals.
  - b. Avoid concentrating on unemployed leads. They may not have enough money to pay for the course.