

Subjective Questions

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

Ans: These are the top variables that contribute to the effect

- Total Time Spent on Website
- Total Tourism
- Leading source with Google features

- 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 3 Phase / Dummy variables that increase the chances are:

- Leading source with google features
- Leading source with direct traffic features
- Leading source with live search features

- 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 must be done to people if:

- They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.
- They are seen coming back to the website repeatedly
- Their last activity is through SMS or through Olark chat conversation
- 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 case they need to focus more on alternatives such as default emails and SMS. This way hitting will not be necessary unless it is an emergency. The above strategy can be used but for customers who have a very high chance of buying a course.