

ASSIGNMENT SUBJECTIVE QUESTIONS

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

Solution: The top three variables in our model which contribute most towards the probability of a lead getting converted are as follows,

1. **Tags**
2. **Last Notable Activity**
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?

Solution: The top three categorical/dummy variables in our model which contribute most towards the probability of a lead getting converted are as follows,

1. **Closed by Horizzon (dummy variable) in 'Tags' variable**
2. **Lost to EINS (dummy variable) in 'Tags' variable**
3. **Will revert after reading the email (dummy variable) in 'Tags' variable**

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.

Solution: X Education company wants to to be more aggressive in lead conversion during this 2-month period and they also have 10 interns as well. For such conditions they can incorporate the following strategic points:

1. Since they have additional workforce, they can call all the leads and make sure to address all the queries of the leads.
2. They can use the lead score as an indicator, and put more efforts and more callbacks on the leads who are just crossing the cutoff, and make adequate efforts for the remaining leads as they go up the lead score.
3. The team can offer special incentives, referral discounts, EMI options to all the candidates and highlight these especially for the potential leads with less lead score.
4. They can even consider lowering the cut-off to approach more leads.

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.

Solution: At this time, the team has some new work to focus on, and can only call if its really necessary. For such conditions the team incorporate the following strategical points:

1. Raise the cut-off so that only the leads who are more likely to join the course will be predicted as 1 by the model. These leads have higher leads score; hence the team can put less effort on them.
2. Initially send the email to all the leads, communicating the course details.
3. We will call the leads if we find the they are not properly responding to emails and based based on other variables and initiate a call to address their concern and convince them to take the course.