

## **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 towards the result

- a. Total Time Spent on Website
- b. Total Visits
- c. Lead Source with elements Google

- 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 –** Following are the top 3 categorical/dummy variables in the model:

- a. Lead Source with elements google
- b. Lead Source with elements direct traffic
- c. Lead Source with elements organic search

- 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 should be made to individuals who exhibit the following behaviors and characteristics:

- a. Show a high level of engagement by spending a significant amount of time on the website. This can be achieved by creating an interesting and captivating website experience that encourages them to return.
- b. Demonstrate repeated visits to the website, indicating a sustained interest in our offerings.
- c. Have recently interacted with us through SMS or Olark chat conversations, indicating an active engagement and potential interest in our courses.
- d. Are working professionals, as we understand the importance of catering to their specific needs and providing tailored educational solutions to enhance 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.**

**Ans-** It is advised to give other communication channels like SMS and automated emails priority in such circumstances. Calls should only be made in urgent or specialised circumstances. The aforementioned tactic can still be used, but it needs to be directed at prospective consumers who are very likely to buy the course. We can efficiently nurture and engage with leads, share pertinent information, and keep up regular communication by using automated emails and SMS. This strategy enables effective resource management and guarantees that phone calls are only used sparingly for crucial contacts.