

Subjective Questions

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

Answer -

1. Total Visits

- **Positive Contribution:**

The higher the total number of visits to the platform, the greater the likelihood of converting a lead into a customer.

Key Action: The sales team should prioritize leads with a higher number of visits as they show stronger engagement.

2. Total Time Spent on Website

- **Positive Contribution:**

A longer time spent on the website increases the probability of a lead converting into a customer.

Key Action: The sales team should pay special attention to leads with prolonged website engagement, as this indicates a higher level of interest.

3. Lead Source

- **Key Feature to Focus On:**

The lead source is one of the most critical features that should be closely monitored. Understanding where the lead originated helps in targeting the right audience and refining marketing strategies for better conversion rates.

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?

Answer -

1. Lead Origin_Lead Add Form
2. Lead Source_Olark Chat
3. 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.

Answer -

1. Creating a model by taking into account different aspects that are necessary for the model in the same way Leads, total visits, time spent on site, etc.
2. Providing a ready model for interns
3. Start calling and sending SMS frequently in an effort to get to know them better by talking about their issues, background, and financial situation.
4. 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.**

Answer -

1. Avoid concentrating on leads that are unemployed. They may not have enough money to pay for the course.
2. Early in the tenure, avoid concentrating on students because they are already enrolled in classes and would not be willing to enroll in one created especially for working professionals.