Subjective Questions

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

Ans:
- The total number of visits made by the customer on the website.
- The total time spent by the customer on the website.
- Occupation as Working Professional

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:
- Lead Source with elements google.
- Last notable activity as SMS Sent
- Country as India

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:
- Targeting people who spend more time on Website and making website more user friendly.
- Sending SMS and calling repetitively as conversion rate with these factors seems to be more.
- Target working professional as they seem. to be more interested in percentage
- Try discussing more about their carrier aspirations, current challenges, financial conditions.

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:
- Do not focus customers outside India.
- Try sending automated emails and SMS.
- Do not focus on student and non-working customers as they might have budget constraints.
- With these in emergency cases only we can call the customers for follow ups.