

SUBJECTIVE QUESTIONS

Q1-Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Specialization
Lead Source
Country

Q2-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?

Last activity
Specialization
Lead source

Q3-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.

Usually the target leads that visit the X-education website will compare the X-education website with all the other potential websites. It will be difficult to get them on board however; those targets who visit the website on a constant basis can be closely monitored. For conversion of potential leads, the website can take a survey of those who access it for different courses. Understanding their needs and making only necessary calls or sending emails will help to a larger extent. It is found that those who come through referral medium tend to convert as they already have an idea about what the website can offer. Hence focusing on such leads should also be mandatory.

Q4-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.

The sales team needs to be selective.
It will be fine if the team ignores those whose schedule is pretty tight (working and student). One

phone call just to know the background will give an estimation to the team whether to go after the lead or not. if not a phone call then a survey should also work.