

Assignment Subjective Questions

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

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

- a. **Total Visits:** Total Visits provide a positive contribution towards a lead getting converted. Higher number of total visits to the platform, higher the probability of the lead getting converted into a customer.
- b. **Total Time Spent on Website:** This variable also provides a positive contribution towards lead getting converted. Higher the time spent on the website, higher the probability of the lead getting converted into a customer. The sales team can keep a track of this to make their marketing plans.
- c. **Lead Source:** This is an important variable to keep in view to know the source of the lead like how the lead found the platform or searched for their platform or from which search engine they are getting leads.

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: The top three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

- Lead Origin_Lead Add Form
- Lead Source_Olark Chat
- 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: Some of the good strategies that can be followed:

- Prepare a model by considering various important points like the time spent by the visitor on the website, total number visits to the platform, lead source, lead reference, etc.
- Then start sending SMS or make calls to the leads with good predictive score. Try to convince them with the trending job market demand, listen to their problems, know their background and provide flexible financial options.
- Provide them a good projection of the course/platform like the scope, outcome and benefits and then try to convert them.

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: Some of the strategies that would help the sales team to save time, energy and to be more productive are:

- a. Try to focus on the leads who are well employed and looking for a career progress. They will not have any budget issue with good flexible finance options. Whereas unemployed leads are less likely to get converted due to various factors, so they can be less focused.
- b. Working professionals should be kept in priority because the courses are designed specially for them. Whereas the students are less likely to get converted because they might be already going to colleges and studying and they won't be willing to take up another course online which is designed for working professionals.