Subjective Questions

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

Ans-

 * Time Spent on Website Overall:
   • The chance that a lead will become a client is increased when they stay on a website longer. The sales team should concentrate on these kinds of clients.
   • Valuable input.

 * Principal Reference Source:
   • A constructive input.
   • The lead's probability of coming from Reference is higher. Though they might not convert, referrals from friends and current customers are probably more trustworthy. Sales teams should focus on these types of leads.

 * Occupation:
   • Valuable input.
   • Leads are unlikely to enroll in another course if they are currently enrolled, The sales team shouldn't focus too much on these 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?

Ans-

 * The top three categorical/dummy variables in the model should be given the most consideration in order to maximize the possibility that leads will convert. These are:

1) Primary Reference
2) Second-best source: social media
3) Direct Source-olark Chat.

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-

- Focus on leads that return to the website. They might be going back often to compare the courses from the other places, though, as the amount of trips might only be made within that particular season. As a result, the intern should be a little more proactive and ensure that X-Education's superiority is noted in all areas of competition.
- Since leads from referrals have a higher conversion rate, focus on them.
- Students can approach, but because the course is industry-based, their prospects of converting will be lower. But this might also act as a motivator to make sure that, by the time they complete their education, they are ready for the workforce.
- Identify leads who frequently visit the X-Educations website.

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-

- Avoid focusing on unemployed leads. They could not have enough money to pay for the course.
- Don't concentrate on students because they are already in school and won't want to start a course early in their tenure that is specifically meant for working professionals.