

Subjective Question Answer

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

Ans> The top three variables are following -:

- Lead Origin_Lead Add Form
- Last Activity_SMS Sent
- Tags_Will revert after reading the email

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 3 categorical/dummy variables in the model which should be focused are -:

- Lead Origin
- Lead Source
- Last Activity

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> They should use the following strategies -:

- Target leads which the customer was identified to be a lead. Includes API, Landing Page Submission, etc.
- Target leads where the last activity performed by the customer. Includes Email Opened, Olark Chat Conversation, etc.
- Target leads that have read the emails or replied on it. This shows their interest.
- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education

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> In this condition they need to focus more on other methods like automated emails and SMS. This way calling won't be required unless its an emergency. The above strategy can be used but with the customers that have a very high chance of buying the courses