**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 following are the top three variables that contribute most towards the probability of the

lead getting converted:

* Lead origin with Lead add form which has coefficient of 2.6194.
* What is your current occupation with working professional has a coefficient of 2.3834
* Total Time Spent on Website has a coefficient of 1.0906.

The above clearly shows that the conversion rate is high when the customer fills the lead add form,

is a working professional and has spent high amount of time on company’s website.

1. **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 from the final model that contribute most towards

the probability of the lead Conversion are:

* Lead origin with Lead add form.
* Lead Origin with Lead import
* What is your current occupation with working professional

1. **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 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: The strategy that can be applied to get maximum conversions with the help of sales team and

the 10 short term hired interns is as follows:

* Segregate the entire Leads list with high scores (closer to 100) The minimum cut off lead score can be decided by the marketing head basis the Lead that scores high on critical parameters such as: Time Spent on Website , Lead being a working professional and client has filled the Lead form
* Allocate the segregated high score leads to Sales.
* Training to be imparted to the newly hired interns on the product/service being sold (in this case several education courses provided by X Education.
* Sales Head to allocate leads per salesperson and intern giving them a daily, weekly, monthly target and monitor performance.
* Sales team and interns to utilize multiple channels to connect with the customer and nurture them at every step – telephonically, through email, SMS, conduct online webinar for a group of these high conversion probability leads etc.

1. **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: The sales team and the marketing team jointly can address this scenario by taking the following

steps:

* Describe customer personas and identify the stage of the customer in the customer life cycle. This will enable create customized messaging.
* Automated SMS’s and Emails can be sent to customers with links and updates on existing courses and upcoming ones.
* Company should create a mobile responsive website if not there already.
* Website should be interactive and user friendly for the customer to navigate through the pages.
* Website can have a click to call back tab so that the salesperson/ intern can call back the customer.

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