

## **ASSIGNMENT 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 Top Three Variables are:

- **TOTAL TIME SPENT ON WEBSITE**
- **WHAT IS YOUR CURRENT OCCUPATION\_WORKING PROFESSIONAL**
- **LEAD ORIGIN\_LEAD ADD FORM**

- 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 the most on in order to increase the probability of lead conversion are:

- **LEAD ORIGIN\_LEAD ADD FORM**
- **LEAD SOURCE\_GOOGLE**
- **LEAD SOURCE\_REFERRAL SITES**

- 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: Phone calls can be made to Customers if:**

- Their Last Activity is through SMS sent. This has a higher conversion rate among others.
- Many Customers are from Website. So, The User interface of the website can be made more attractive to the customers.
- The Conversion rate for the working professional is higher among others for their occupation. They can target the working professionals to convert more leads.

- 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:** When the company wants to minimize the rate of useless phone calls, they can use other automated processes available such as Email and SMS. This way the company makes sure that the sales team focuses on other tasks and the rate of useless phone calls are minimized.