

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 most prominent variables or features which can probably get a lead converted are as follows :

- Total Time Spent on Website
- Lead Source as Google
- Total Visits

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 variables in the model which should be focused in order to increase the probability of lead conversion are :

- Lead Source as Google
- Lead Source as Direct Traffic
- Lead Source as Organic Search

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. The most prominent leads **who should be contacted** in order to get them be a payable customer for X company can be :

- The people who are spending more time on their website, which might be they are interested in getting some course but are into some researching or collecting information from the website
- The people who are frequently visiting the website
- The people who are working professional
- The Leads coming from sources like Olark Chat conversation, Google or Direct organic search

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. The other ways of communication like **email** can be used as a way to communicate and get some prominent leads by sending them the course brochures/details in which they seem to be interested from their website activity like their frequent number of visits or any enquiries. These should be sent on the basis of the activities done on the website which can be easily analyzed and they can be most prominent customers as well.