Answers - Subjective Questions

Q1: 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 in our final model that significantly impact the probability of a lead conversion are:
1. **Total Time Spent on Website**
2. **Last Notable Activity**
3. **Lead Origin**

Interestingly, low Page Views Per Visit exert the most negative influence on lead conversion.

Q2: 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 our model that are crucial for boosting lead conversion are:

- Total Time Spent on Website
- Last Notable Activity: Had a Phone Conversation
- Lead Origin: Lead Add Form

Q: 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: To maximize lead conversion during the intern period, X Education should focus on leads with a conversion probability higher than 0.36 or a lead score above 36. The strategy should target customers who:
- Spend more than 4 minutes on the website
- Originated from the Lead Add Form
- Opened emails from X Education
- Are working professionals

This will ensure efforts are concentrated on the most promising leads, increasing the chances of conversion.

Q: 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: To reduce unnecessary calls during this period, X Education should:

- Prioritize leads with the highest conversion scores and strongest engagement indicators.
- Focus on digital communication, such as targeted emails or in-app messages, to nurture leads without the need for phone calls.
- Use the intern team to gather and analyze feedback from current and past leads to refine their strategies and processes.

- Alternately, using a chatbot or IVR to respond to interested customer's could create a regular flow of interested prospective students.

This way, the sales team can work efficiently on new initiatives while maintaining lead engagement and minimizing redundant efforts.