

# Subjective Questions and Answers

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

**Answer:** From the analysis we found that the top three variables/predictors in our final model which has contributed the most towards the probability of leads are as follow:-

- Lead Source\_Welingak Website : 5.39
- Lead Source\_Reference : 2.93
- Current\_occupation\_Working Professional : 2.67

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?

**Answer:** From the analysis we found that the top three categorical/dummy variables in our final model which one should focus the most in-order to increase the probability of lead conversion are as follows:-

- Lead Source\_Welingak Website : 5.39
  - We need to allocate more budget on Welingak Website for advertisement in-order to attract more leads.
- Lead Source\_Reference : 2.93
  - We need to start providing discounts for providing reference that convert to leads in-order to raise more and more reference.
- Current\_occupation\_Working Professional : 2.67
  - We need to develop the process in-order to increase engagement / involvement of the leads those are working professional as they are easy to get convert.

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.

**Answer:** To make lead conversion more aggressive during the intern-hiring period, we need to apply following strategy based on the given predictors / variables and their corresponding coefficients:-

**Focus on leads with high potential values:** Based on the given coefficients, leads from the following sources have a high chance of conversion:

- Lead Source\_Welingak Website: 5.388662
- Lead Source\_Reference: 2.925326
- Current\_occupation\_Working Professional: 2.669665

Thus, the sales team needs to prioritize calling leads from these sources during the intern-hiring period.

**Using effective communication channels:** The sales team needs to prioritize calling leads who have been sent a SMS messages or have opened the emails from X Education because it is seen that the leads who have been sent a SMS messages and have opened the emails are more likely to get converted. The coefficients for Last Activity\_SMS Sent and Last Activity\_Email Opened are 2.051879 and 0.942099, respectively.

**Maximizing the website engagement:** Total Time Spent on the Website is also a good indicator that the lead is interested in X Education's services, with a coefficient of 1.049789. Hence, higher the time spent on their website higher is the chance of getting converted. Hence, the sales team also needs to prioritize calling leads who have spent a significant amount of time on the website.

**Maintain a multi-channel approach:** Finally, the sales team also needs to make sure to follow up with leads who interacted with X Education through multiple channels. Hence, the sales team should make sure to follow up with leads who used multiple channels to interact with X Education.

As an inference we can conclude that, to make lead conversion more aggressive during the intern-hiring period, X Education needs to focus on leads from high-potential sources, the activity to convert leads more aggressively includes using effective communication channels, maximizing the website engagement, and maintaining a multi-channel approach.

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.

**Answer:** To minimize the rate of useless phone calls when the company reaches its sales target for a quarter before the deadline, the sales team follow the following strategy:

- Collaborate with the sales team, management, and data scientists to teams to fine-tune the model and gather feedback on what solution worked and what didn't.
- Focus on building relationships with potential customers using various communication channels like email, social media, or chatbots.
- Focus on lead nurturing activities such as personalized emails, SMS's and targeted newsletters that will help to convert more leads.
- Make the strategy to provide discounts or incentives to potential customers that encourages them to take further action.
- Gather feedback from existing customers that will help to improve the quality of the leads generated and to increase the conversion rate.