

## **Subjective Questions and their Answers**

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

**Answer:** The primary contributors to the likelihood of a lead converting, as indicated by our model, are as follows:

- a. Total Time Spent on Website
- b. Total Visits
- c. Page Views Per Visit

These three variables play a significant role in influencing the probability of a lead successfully converting, underscoring their importance in the conversion process.

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:** The top 3 categorical/dummy variables crucial for maximizing the probability of lead conversion are highlighted below:

- a) Lead Origin – Lead Add Form (Derived from the dummy variable in Lead Origin)
- b) What is your current occupation – Working Professional (Derived from the dummy variable in Current Occupation)
- c) Lead Source\_Olark Chat (Derived from the dummy variable in Lead Source)

Emphasizing these top three variables is key to enhancing the likelihood of successful lead conversion, warranting focused attention in strategic efforts.

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 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:** Give importance to leads with high scores: The company is advised to concentrate on leads predicted as '1' by the model, as these individuals exhibit the highest probability of converting into paying customers. By prioritizing these high-scoring leads, the sales team can optimize their success rates during this timeframe.

- Utilize effective communication channels: Prioritize contacting leads who have received SMS messages or opened emails, as these actions are strong indicators of a

higher likelihood to convert. The sales team should focus on calling leads who have engaged with X Education through these communication channels.

- Enhance website engagement: Consider leads who have spent a substantial amount of time on the website, as indicated by the positive coefficient of 1.049789 for Total Time Spent on the Website. The sales team should prioritize calling leads who exhibit a significant interest in X Education's services through their website engagement.
- Embrace a multi-channel approach: Ensure a comprehensive follow-up strategy for leads who have interacted with X Education through various channels. For instance, leads using the Olark Chat feature may not spend as much time on the website but could still be interested. The sales team should be diligent in following up with leads who utilize multiple channels to interact with X Education.
- X Education can also offer special Deal to potential customers during this period to encourage them to sign up for courses. This can include discounts, free trial periods, goodies or some other offers that make the courses more appealing.

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:** Company should work on these factor to minimize the phone calls

- More focus on SMS and automated emails over phone calls, especially unless it's deemed an emergency.
- Implement the above strategy selectively, focusing on customers with a very high likelihood of course purchase.
- Avoid re-contacting leads who have opted for 'Do Not Email.'
- Disregard leads classified as 'Might be' or 'Worst' based on previous chat conversations.
- Ignore leads who have shared their contact number but are unresponsive ('Busy' or 'Ringing') to calls, as they are less likely to convert.
- Prioritize leads based on their lead score, with a focus on those scoring above 80% for targeted efforts.
- Set Automated emails to be send so that lead can consider and it would remind them of the course time to time.