

## Assignment Subjective Questions

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

The top three variables in our model that contribute to a lead getting converted are as follows,

- Total Time sent on website
- Lead Origin
- Current Occupation (What is your current occupation)

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?

The top 3 categorical/dummy variables that can increase the probability of lead conversion are,

- Current occupation\_Working professional
- Last activity\_SMS sent
- Lead Origin\_Other Leads (Lead Add Form & Lead Import).

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.

X Education should make their interns to employ the below strategies to get the potential leads converted:

- SMS messages can have a high impact on lead conversion, so interns should be sending SMS regarding the courses provided by the company with other details.
- Based on the time spent by the leads in the website, we can make the interns contact them through call to provide idea about the courses. So, that they can become one of potential leads to be converted.

- The interns should make a follow-up calls with leads, to check on their interest to take up the course and convince them through its benefits.
- The interns can also ask for referral from past converted 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.

When the company's aim is to not make phone calls, they should send email/SMS in order to update about course where there is high chance of the leads getting converted. So, that the potential leads who are eager to take the course will be communicated about it without the need of them to be convinced. They can use the model to find the potential hot leads.