

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 are 'Do not email', 'total time spent on website', '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 dummy variables are linked to "What is your current occupation".

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.

A good strategy would be to prioritize leads based on potential, optimization of use of interns, structured calling campaign implementation with use of technology and tools.

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.

The proper strategy would be implementing prioritization of leads and optimizing the outreach, focussing-monitoring-evaluating the work, team communication etc.