

Subjective Questions

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

Answer: The most influential variables contributing to the outcome are as follows:

- Total Time Spent on the Website
- Total Visits
- Lead Source with elements from Google.

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: To enhance the probability of lead conversion, it is crucial to focus on these top three categorical/dummy variables:

- Lead Source with elements from Google
- Lead Source with elements from direct traffic
- Lead Source with elements from organic search.

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

Answer: To maximise lead conversion during this phase, it is advisable to prioritise phone calls for the following scenarios:

- Leads that exhibit extended engagement with the website by enhancing its appeal to bring them back.
- Leads who frequently return to the website.
- Leads whose last activity involved SMS or Olark chat conversations.
- Leads who are identified as working professionals.

4. Similarly, when the company achieves its quarterly target ahead of schedule, they want the sales team to explore new initiatives. During this period, they aim to minimise unnecessary phone calls. What strategy should they employ in this situation?

Answer: In this scenario, the focus should shift away from phone calls and instead emphasise alternative methods such as automated emails and SMS. Phone calls should be reserved for emergencies or high-potential customers. The

aforementioned strategy can still be utilised, but specifically for customers with a very high likelihood of course enrollment.
