

## Subjective Questions

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

Ans:

### Top 3 Most Influential Variables:

- **Total Time Spent on Website (3.9791):** The strongest predictor of lead conversion. More time spent on the website significantly increases the chances of conversion.
- **Occupation\_Working Professional (3.8140):** Working professionals are much more likely to convert compared to other occupations.
- **Lead Origin\_Other (3.7822):** Leads coming from alternative sources (grouped category) have a high probability of conversion.

### Key Takeaway:

Leads who spend more time on the website, are working professionals, and come from alternative lead sources should be prioritized for better conversion rates.

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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?

Ans:

The top 3 categorical/dummy variables that have the highest impact on lead conversion in the 7th logistic regression model are determined by the absolute values of their coefficients (log-odds).

### Top 3 Categorical Variables to Focus On:

- **Occupation\_Working Professional (3.8140):** Working professionals have the highest probability of converting.
  - *Action:* The sales team should focus on targeting working professionals through tailored campaigns.
- **Lead Origin\_Other (3.7822):** Leads coming from alternative sources (not Landing Page/API) are highly likely to convert.

- *Action:* Invest in diverse lead generation channels to capture more of these high-converting leads.
- **Lead Source\_Olark Chat (1.3881):** Leads who interacted via Olark Chat have a significantly higher conversion probability.
  - *Action:* Improve live chat engagement and follow up quickly with these leads.

### **Key Takeaways:**

- Prioritize working professionals in marketing & sales campaigns.
- Diversify lead acquisition strategies beyond traditional landing pages.
- Enhance live chat interactions to drive more conversions.

**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.**

**Ans:** We would follow the following strategy:

- Lower the probability cutoff to increase the number of leads for calling.
- Prioritize high-engagement leads, including those who spend more time on the website, working professionals, and leads from alternative sources.
- Implement a multi-channel follow-up strategy: Call first, then follow up with WhatsApp/SMS, and finally send a personalized email.
- Assign interns to specific lead categories to optimize efficiency and ensure structured outreach.
- Use personalized sales pitches based on browsing history and past interactions.
- Give special attention to leads acquired through references, as they have a higher likelihood of conversion.

**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.**

**Ans:** We would follow the follow strategy:

- Do not prioritize students, as they are already engaged in their studies and are unlikely to enroll in a course specifically designed for working professionals at an early stage in their academic journey.
- Avoid targeting unemployed leads, as they may not have the budget to invest in the course.
- Implement auto-response emails and chatbots to engage high-potential leads with instant information and support.